

Crossroads UMC's  
*Wellness for the Future* Campaign

Frequently Asked Questions

**Where did the projects included in the *Wellness for the Future* vision come from?**

Having experienced dramatic growth over the last couple of years, the Crossroads Church Council has been seeking God's will for the congregation. How can the passion and commitment of the Crossroads family be strategically channeled "to change the world one person, one family and one community at a time?" In discerning a new vision, members of the Council spoke with members and groups within the church and with over 50 individuals and organizations in the community. The result is a plan to add or expand ministry in three areas: connecting people through service, offering affordable day care, and establishing a new wellness center.

**What is the difference between the "Vision" and the "Campaign?"**

The *Wellness for the Future* vision is a plan developed by the Crossroads Church Council to expand Crossroads' impact on the community over the next five years. The fundraising campaign is a short-term, focused effort to educate members of the Crossroads family about this new vision and to ask for financial support to launch the new ministries. While gifts to the campaign may be paid over the next five years, the campaign itself – the asking part – will be over by the end of May 2024.

**What will campaign contributions be used for?**

Gifts and pledges to the *Wellness for the Future* campaign will be used to fund the three strategic priorities identified by the Church Council as part of the new vision and to pay down Crossroads' mortgage debt. The latter is a financial strategy that will free approximately \$140,000 per year to help sustain these and other ministries at Crossroads.

**How are gifts to the *Wellness for the Future* campaign different from my regular giving to Crossroads?**

Regular charitable giving to Crossroads pays the expenses associated with the church's ongoing ministry and operations. Staff salaries, operation of the building, and current ministries are paid for through these contributions. The campaign will pay for the new or expanded ministries that are part of

the *Wellness for the Future* vision. Every dollar raised through the campaign can go to these new ministries only because general giving already covers the church's general operations. Both giving programs – regular giving AND the campaign gifts – are needed to move forward with the *Wellness for the Future* vision.

### **Who decides what to spend campaign funds on and when?**

The Church Council will make final decisions on how and when to spend campaign funds. They are advised by the Crossroads Finance Team who monitor cash projections for campaign funds and also by planning teams established to develop operational plans for specific projects, such as a team to plan the transition to full-day child care at Hope Preschool or a team to prioritize program choices at the wellness center. The Church Council will regularly report to the congregation on its decisions and progress.

### **How does a pledge work?**

A pledge is a commitment to make a charitable gift spread over time. For example, someone who wants to give \$10,000 can “pledge” that amount to be paid \$2,000 each year for the five years or they can “pledge” to pay \$167 each month for the five years. Using the full five years helps individuals and families make larger investments in the vision than they would be able to make in one-time gifts.

Because the *Wellness for the Future* vision spans a five-year period, funding is not all needed right away. Funds can come in throughout the five-year period and not affect the implementation of the vision. Even the construction of the wellness center can be accomplished on schedule with careful financial management and planning.

What is important is knowing how much funding to expect and when it will come in. Thus, pledges give Crossroads leadership the information they need to steward the planned projects.

Pledges also let donors maximize their giving. Donors can spread out the payment of their gift however it works best given their personal financial situation. Most will plan to take advantage of the full five-year period making payments annually or monthly. However, some donors give larger sums up front, and others leave payments flexible to maximize the tax

advantages. The campaign's leadership is glad to discuss pledge options with anyone who has questions.

### **What if my circumstances change during the period of my pledge?**

Circumstances will change over five years. If anything happens that makes it difficult for a donor to fulfill their pledge, all they have to do is let Crossroads administrative staff know. Our financial plan allows for some pledges to be rescheduled or paused. As long as leadership knows about such changes, they will not hinder the execution of the vision.

### **Can I change my pledge later?**

Yes, pledge payment schedules can be adjusted, as well as pledge amounts. Just reach out to Crossroads leadership and discuss with them the changes you would like to make. Historically, more people change their pledges in a positive direction than in a negative direction. More people will pay early or increase their pledge than will need to defer payments or decrease or cancel their pledge. All of this can be managed if Crossroads leaders know what to expect.

### **Can I give or pledge later?**

Implementation of the vision will take years, and gifts and pledges will always be welcome and helpful. Church leaders will be available anytime to talk with anyone interested in establishing a new pledge. However, to launch the projects planned within the *Wellness for the Future* vision, a certain level of investment is needed through the initial fundraising campaign. New projects cannot be launched without reasonable assurance that funding to sustain them will come in as needed. For this reason, pledges during the initial campaign will be critical to launching the vision on a sure path to success.

### **What if I cannot pledge right now?**

Pledging and giving to the campaign must make financial sense and the timing must be right for any donor. Giving financially to support the vision will not be possible for everyone at this time, and this is fine. There are other important ways to support the vision. The vision will require the prayers and engagement of the whole Crossroads family. There will be many volunteer opportunities to be part of implementing the new vision. We believe God has called Crossroads to this vision and we believe God will lead the Crossroad family to provide the resources – financial and otherwise – to execute it.

If someone unable to give to the current campaign can give at a future date, that will be terrific, but even if not, everyone can play an important role in helping realize the new *Wellness for the Future* vision.

**How will giving or not giving affect me as a worshiper at Crossroads?  
Will others at Crossroads know whether I give and how much?**

Just like general giving currently, who gives and how much is held in strict confidence. Even within the staff, such information is only shared on a need-to-know basis. Crossroads honors the effort, talents, and spiritual gifts each person brings to ministry in the name of Christ.