



*Ludlow Falls Camp
3-Year Capital Campaign Fact Sheet
February-March 2011*

Why a Capital Campaign for Ludlow Falls Camp?

Because God has been “*Forever Faithful*” to Ludlow Falls Camp, transforming the lives of those who step on her grounds, saving the lost and wayward, while calling out His children to greater service, the people who love and appreciate what God has done on those beloved grounds wish to see that work continue for generations to come.

With God’s help, we will conduct a 3-year capital stewardship campaign beginning in the early months of 2011 to seek to raise \$500,000 over a three year period of time.

What would the funds be used for?

Capital funds would be utilized to retire our current indebtedness (approximately 370,000), as well as construct a new north bathhouse (approximately \$50,000), develop a plan to solve the camp’s parking problem, as well as create a new RV park. Additional funds may be set aside as seed money for future land purchases and development.

Who will run the campaign?

The idea of a Capital Campaign for Ludlow Falls Camp came about from the discussions of the Camp Task Force, an advisory committee created by the Camp Board based on recommendations made from a camp-wide meeting held at last year’s Camp Meeting. After consulting with Dr. Tom Murphy, Director of Development and Communication for the Missionary Church as well as a much sought out capital campaign consultant, it was determined that the best course of action was to eliminate the debt as well as lay the groundwork for future ministry advancement at the camp through a district-wide 3-year capital campaign. The Camp Board and District Executive Board have put their stamp of approval on the Capital Campaign for the camp.

Keith Berger, a member of our Pleasant View Missionary Church who is very knowledgeable in the area of fundraising as well as a cottage owner, will be our Capital Campaign Director. Scott Hobbs, also a member of Pleasant View Missionary Church and director of the church’s last capital campaign will serve as our Assistant Director and point person for the campaign’s prayer ministry.

The District Office will give support for most of the logistics of the campaign, but we hope to see people from several of our local churches step up to offer their help and support.

What is expected from my church?

It is anticipated that every district church will participate in the campaign in some tangible way to show their support for the ministry of the camp. While not every district church takes advantage of all that Ludlow Falls Camp has to offer, it cannot be denied that the camp does make an impact in the lives of young and old alike who attend one of our camp events.

We encourage each church to support the campaign by...

- 1) Promoting it in their local church, making use of the promotional materials supplied, as well as encouraging words by the pastor
- 2) Participating in the District-Wide Prayer Weekend, February 18-20, 2011
- 3) Taking up a special offering of gifts and pledges for the camp on Sunday, March 27, 2011, giving each person the opportunity to ask themselves what God might want them to do in terms of involvement.

Who should give?

We would like to see 100% participation, understanding that God has gifted us in different ways and measures. While not every church is as active with Ludlow Falls Camp as others, we do think that every person in the East Central District should have an opportunity to give as God has blessed them.

We strongly feel that any gifts to the camp should be above the tithe that should first go to each person’s respective home church. With that said, we also feel strongly that God has challenged us as a district to pay off this debt and remove the financial strain that is currently upon the camp, which hinders it from impacting even more lives for Christ.

Important Dates to Remember

District-Wide Prayer Weekend	February 18-20, 2011
Regional Gatherings	Mid-February—Mid March
Camp Sharing Banquet	March 10, 2011 at Pleasant View Missionary Church
First Fruits Weekend	March 27, 2011

What is First Fruits Weekend?

First Fruits Weekend, March 26-27, 2011, is the time we would like all district churches to collect the gifts and pledges for the camp using the special envelopes/pledge cards provided and send them in to the district office. We understand that pledges will cover a three-year commitment, but we also hope to receive a large first offering to jumpstart the campaign.

Campaign Timeline

<i>Dale & Jeff meet with clusters</i>	<i>Promotional material produced</i>	<i>Promotional material sent out to churches</i>	<i>Q&A at P&W Retreat –Feb. 3-5</i>	<i>District-Wide Prayer Weekend –Feb 18-20</i>	<i>Regional Informational Gatherings</i>	<i>Continued promotion in local churches</i>	<i>Camp Sharing Banquet –Mar. 10</i>	<i>First Fruits Sunday –Mar. 27</i>
January	February			March				

Levels of giving necessary to produce the \$500,000

No. of Gifts	Gift Level	Annual Amount	Total	No. of Gifts	Gift Level	Annual Amount	Total
Level One				Level Three			
1	\$60,000	\$20,000	\$60,000	9	\$6,000	\$2,000	\$54,000
2	\$30,000	\$10,000	\$60,000	15	\$3,000	\$1,000	\$45,000
2	\$22,500	\$7,500	\$45,000	10	\$1,500	\$500	\$15,000
5 Gifts			\$165,000	8	\$750	\$250	\$6,000
				42 Gifts			\$120,000
Level Two							
8	\$15,000	\$5,000	\$120,000				
10	\$9,000	\$3,000	\$90,000				
18 Gifts			\$210,000	Miscellaneous Small Gifts			\$5,000