

Who Can Sponsor New Dollars/ New Partners Training?

A denominational office

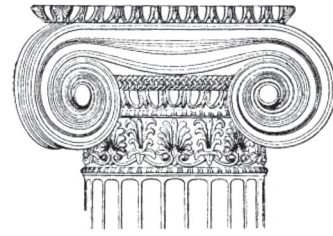
- ❖ the training can supplement existing resources for congregations redeveloping their mission and ministry
- ❖ the training can provide expert help to targeted congregations with capital needs beyond their internal capacity

A preservation, community, or faith-based organization

- ❖ the training can strengthen their capacity to work with congregations and enhance neighborhood vitality

Sponsors can work independently or collaboratively to provide the training.

What is Partners for Sacred Places and what does it offer?



New Dollars/New Partners is presented by Partners for Sacred Places, the only national organization providing practical assistance on property care and stewardship focusing on community-serving historic religious properties. This training brings together materials, resources, experience, and proven techniques developed by Partners since its founding in 1989.

Partners' expertise is in promoting and developing community-wide funding for historic religious properties. Partners publishes *The Complete Guide to Capital Campaigns for Historic Churches and Synagogues* and maintains the nation's largest clearinghouse of practical information on the development of capital funding for historic religious properties.

Partners' staff has experience in developing and leading seminars, workshops and conferences for religious organizations and preservation groups, and has produced seven national Sacred Trusts conferences.

In addition to Partners' staff, the training will utilize consultants with expertise in fundraising, capital campaigns for religious properties, and asset-based community development.

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Partners for Sacred Places



New Dollars / New Partners for Your Sacred Place



A Training
Program to Help
Congregations
Develop Resources
for their Older
Buildings as Assets
for Ministry

What is New Dollars/ New Partners Training?

New Dollars/New Partners is a training program available to congregations with older buildings.

New Dollars/New Partners is the nation's only program that provides practical tools to help congregations with older and historic buildings broaden and diversify the circles of donors and partners that can support the care and good use of their sacred places. The training includes:

- ❖ Identifying strategies for building support from congregation members and generating new sources of capital funds from the larger community
- ❖ Writing a strong case statement for funding support
- ❖ Organizing to carry out a capital campaign
- ❖ Developing an action plan to help congregations meet fundraising goals after the training is over

What does the Sponsor Get?

The training package includes:

- ❖ 11 days of Partners' staff time to conduct an orientation for interested congregations and present 4 training modules
- ❖ 5 days of Partners' staff time to:
 - Plan program, including all necessary documents (invitations, press releases, contracts, action steps, etc.)
 - Meet with potential funders
 - Coach sponsor's staff between training modules
 - Utilize an Internet communication link (listserv) during and after the training
- ❖ The time of other expert training consultants
- ❖ All resource publications and handouts
- ❖ Complimentary 1 year Partners' membership for every congregation

What Does the Sponsor Do?

One of the primary responsibilities of the sponsoring entity will be to work with Partners to secure funding to cover the training costs. Partners recommends that participating congregations each pay a modest amount to help cover a portion of the training costs, recognizing that they have a greater stake in training results when they make a financial investment in the process.

In addition, the sponsor will:

- ❖ Identify and reach congregations that can benefit from the program
- ❖ Link congregations to local groups that can provide technical support such as assessments of repair needs and building conditions
- ❖ Coach and mentor participating congregations during the training process
- ❖ Fund and manage all meeting arrangements for the training program
- ❖ Generate local press for new Dollars/New Partners

How Does the Training Work?

Structure

New Dollars/New Partners consists of 4 full day training modules for a *group of 8 to 12 congregations* led by Partners' staff and consultants, and spaced over several months. The time provided between modules allows congregations to utilize the skills they have learned.

Content

MODULE 1: MAKING THE CASE FOR YOUR SACRED PLACE

Congregations will learn:

- ❖ How to develop a compelling case using
 - ❖ their heritage in a community context
 - ❖ current outreach activities and ministries
 - ❖ the historical significance and physical condition of their building(s)
 - ❖ how the building(s) and other assets are used to serve the community and the value in dollars and cents of community serving programs
 - ❖ How to develop new leaders and involve more of the congregation in planning and fundraising

MODULE 2: NEW COMMUNITY PARTNERSHIPS

Congregations will learn:

- ❖ How to conduct a community assessment discovering assets and strengths
- ❖ How to forge new partnerships encouraging collaboration, in-kind donations, new volunteers, and financial support for buildings and programs
- ❖ Asset mapping for congregations



MODULE 3: A CAPITAL CAMPAIGN PRIMER

Congregations will learn:

- ❖ How to structure a capital campaign to raise funds for their building needs
- ❖ Fundamentals of a membership campaign
- ❖ Potential roles for professional fund-raisers

MODULE 4: TAPPING COMMUNITY FUNDING RESOURCES

Congregations will learn:

- ❖ How to conduct an external capital campaign focusing on the cultural significance of their building(s), community outreach, and services
- ❖ How to research and cultivate foundations, individuals, and corporations
- ❖ How to write strong, persuasive grant applications and other fundraising materials
- ❖ How to partner with other congregations on capital funding projects

Participants

Congregations will benefit from the training if...

- ❖ They have a sacred place 50+ years old
- ❖ Their capital needs are beyond the financial capability of the congregation
- ❖ They want to deepen their community connections
- ❖ They want to use their buildings more effectively

Each congregation will send...

- ❖ A team of four leaders – 1 senior clergy, and 3 lay leaders.

What do the participating congregations get?

1. Four training modules, as described, conducted by Partners' staff and consultants
2. Each congregation and sponsoring group will receive one copy of:
 - ❖ *Your Sacred Place Is A Community Asset: A Tool Kit To Attract New Resources and Partners* that guides congregations in making their case for new capital support
 - ❖ *The Complete Guide to Capital Campaigns* that provides practical help on how to raise capital funds from both congregation members and the larger community
 - ❖ *The Maintenance Manual*, a hands-on guide for seasonal maintenance planning
 - ❖ *The Guide to Serving Families in Sacred Places* that helps congregations take full advantage of their assets, including buildings, in serving children and families
3. Guidance and coaching from the sponsor and from Partners as they work through the training, including an Internet discussion group (listserv) run by Partners' staff
4. Increase in energy and vision within their congregations and renewed commitment to their mission