

**Proposal for
Our Redeemer's Lutheran Church
Seattle, Washington
August 2016**

Background Information on Rev. Steve Olson and Olson Advancement

- Steve Olson has been involved in stewardship development for 30 years. He has served congregations in the Pacific Northwest and the Midwest. In those faith communities, he learned from many faithful stewards the joy of giving and the excitement of funding mission together. His growing interest in making connections between faith and response led him to develop stewardship education programs and lead efforts to establish endowments. As a parish pastor, he was involved in capital appeals, building projects and debt reduction campaigns.

This experience led to work with a Midwest firm as a program director for capital campaigns, feasibility studies, and stewardship consultation. He directed campaigns for 56 congregations and specialized ministries, raising over \$50,000,000 over and above ongoing gift support.

Most recently, before forming Olson Advancement, Steve served as Vice President for Development & University Relations at Pacific Lutheran University, Tacoma, WA. During that time, over \$122 million was raised in gifts and future commitments in a comprehensive campaign, exceeding the \$100 million goal.

- The size and scope of projects range from small renovation projects of a few hundred thousand dollars to multi-million dollar new construction projects. *Olson Advancement* also leads campaigns for expansion projects, debt reduction purposes, annual stewardship programs, legacy giving programs, and other goals developed by congregations.
- The congregation determines the mission and *Olson Advancement* assists the congregation in understanding the challenge and appreciating the ample resources already available within the congregation with which to meet the challenge. My role is that of a knowledgeable, experienced, compatible guide, and campaign manager.
- My work is primarily with local congregations, as well as with other faith-based organizations such as synods, educational institutions, and retreat centers.

Olson Advancement Mission

The mission of Olson Advancement is to *Advance Mission through Philanthropic Investment*. Olson Advancement follows this understanding of generosity: God is the giver! We are created in God's image and are stewards of all that God owns. Therefore, generosity is all about faithful management and sharing of God's abundant blessings. My focus is on helping congregations be generous stewards of the gifts entrusted for their use for the purpose of carrying out your mission. I assist congregations with all aspects of stewardship and generosity ministries so that the work and mission of Christ's church may flourish.

The role of the Program Director encompasses the following:

- Provides ideas and opportunities to create an environment of Christian enthusiasm and generosity
- Provides resources for each phase of the Campaign, including: organization charts, position descriptions, timetables, agendas, commitment cards, training materials
- Writes the campaign resources: letters, volunteer training information, bulletin inserts, question and answer pamphlet, campaign brochure
- Coordinates the printing of the campaign resources
- Leads the Campaign Leadership Team meetings
- Trains the campaign volunteers
- Implements a Major/Leadership Gift Phase for the campaign
- Manages the logistical aspects of the campaign: meeting arrangements, mailings, phone calls, visits, and gatherings
- Consults with the Church Staff and the Campaign Leadership Team on all aspects of the program
- Works with the Follow-up Team during the three years of the campaign to maximize receipt of the committed gifts
- Advises your congregation on related financial planning: stewardship, budgeting, and legacy giving

As each one has received a gift, use it to serve one another as good stewards of God's varied grace. 1 Peter 4:10

Methodology

Olson Advancement provides a proven methodology that is based on the scriptural invitation for all to respond generously to the unconditional and unlimited love of God in Christ. To this end, Olson Advancement promotes a four-step process called Shared Generosity.

The four steps are:

- Shared Vision – sharing the vision for mission and ministry
- Shared Story – sharing the unique stories and priorities of your faith community
- Shared Involvement – involving many people in the campaign
- Shared Invitation – inviting mutual generosity

These shared experiences provide the opportunity for the entire faith community to grow in faith and in generosity:

Growing in Faith & Generosity

Olson Advancement emphasizes that giving decisions are personal and born in the context of conversation and prayer. True stewardship provides an opportunity to grow in faith and generosity. We encourage an open and sincere approach which respects people's dignity, and invites them to make informed, independent, and faithful decisions.

The Intersection of Mission with the Joy of Giving

A core belief of *Olson Advancement* is that our Creator provides abundant resources to fund the mission and ministry to which a congregation is called. Another core belief is that we are created to give, and often discover great joy and meaning when we do so. Combining these beliefs, we boldly invite all to respond with joy and thanksgiving to support the common mission and ministry of the congregation through the campaign.

Suggested Time Line for Our Redeemer's Lutheran Church

- Campaign Preparation September
 - Case Statement reviewed
 - Theme and Brand selected
 - Leadership Gift Chart developed
 - Campaign Brochure & Communications, Pledge Card, Q and A, created

- Formation of Campaign Team and Key Volunteers September
 - Pastors
 - Campaign Chairpersons
 - Resource Coordinator
 - Leadership Gift Visitors
 - Leadership Team task groups:
 - Hospitality
 - Communication
 - Spiritual Emphasis
 - Children and Youth
 - Leadership Positions
 - Staff
 - Church Council
 - VAB

- Campaign Advance Phase September

- Training of Campaign Team and Team and Key Volunteers September- October

- Congregation-at-Large Phase October-November

- Commitment Sunday November

- Celebration Sunday December

- Follow-up Program begins (Three years: 2017-2019)

Fee Structure

For the services listed above to provide Campaign Management, a Three-year Follow-up Program Management, and Year 'Round Stewardship Resources, *Olson Advancement* Management Fee is structured as a flat fee determined by the size of the congregation, location, and the scope of the program. This includes all fees and travel expenses.

\$32,500 Management Fee

Fee is paid over a five month period of time.

\$8,500-\$17,500 Local Expense Budget

This range is estimated for administrative/secretarial support, material and web design, printing, mailings, supplies, and gathering(s). This budget is always in control and approved by the congregation. Actual expenditures are based on the communication program agreed to by congregational leadership in consultation with Olson Advancement.

I am grateful for the opportunity to conduct the Feasibility/Implementation Study and I look forward to the possibility of continuing to work with Our Redeemer's Lutheran Church!



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