

FUNDRAISING AND COMMUNITY ENGAGEMENT STRATEGY

Calvary 134 Raise the Roof

A leadership proposal to raise \$30,000 for Calvary Baptist Church of Chicago's roof project through its 134th anniversary campaign.

Prepared for Calvary Baptist Church of Chicago • 2309 East 80th Street, Chicago, Illinois 60617

Prepared by Sandra Bowden, Consultant • September 2026

Proposed for church leadership review

The Assignment

Develop a focused, professional fundraising campaign that helps Calvary Baptist Church raise \$30,000 toward its critical roof project while using the church's 134th anniversary to reconnect its extended family and strengthen community support.

Recommended Campaign

- Campaign name: CALVARY 134: RAISE THE ROOF
- Public-facing theme: Celebrating 134 Years of Faith • Preserving the Legacy • Building for the Future
- Signature message: 134 Years of Faith. One More Generation to Preserve.
- Public kickoff: 134th Anniversary Celebration — Sunday, October 18, 2026
- Official founding date: October 12, 1892
- Primary strategy: expand the fundraising audience beyond the current congregation to former members, families, descendants, friends, businesses, and community partners.

The Campaign Story

Calvary's history gives the campaign its emotional center. The recommended approach is to position the roof project as a legacy-preservation effort, not simply another church fundraiser.

Historical Foundation

- Calvary Baptist Church was established on October 12, 1892, by 65 members, beginning a legacy of faith and ministry that continues today.
- As Calvary grew, the congregation later developed its church home, supported by the commitment and generosity of members and friends.
- The first service on the new property was held April 25, 1937.
- In 1961, a severe fire devastated the church. Calvary rebuilt, preserved its ministry, and continued serving future generations.
- In 2026, Calvary celebrates 134 years of faith. The roof campaign is this generation's opportunity to preserve the legacy entrusted to it.

Consulting recommendation: Let Calvary's documented history do the storytelling. The campaign should feel like preservation of a legacy—not a series of small fundraisers.

134 for 134 Challenge

134 PEOPLE × \$134 = \$17,956

Invite 134 individuals, families, former members, descendants, friends, and businesses to give \$134 in honor of Calvary's 134 years.

Why It Works

- The giving amount has a clear story and is directly connected to the anniversary.
- It shifts the burden away from asking approximately 30 current members to fund the entire project.
- It gives every member a simple outreach mission: help identify people connected to Calvary's legacy.
- At full participation, this one initiative can generate nearly 60% of the \$30,000 goal.

\$30,000 Campaign Model

FUNDRAISING STREAM	TARGET	ROLE IN CAMPAIGN
134 for 134 Challenge	\$17,956	Signature anniversary giving initiative
Business & Community Sponsorships	\$7,500	Engage South Side businesses and community partners
Community Vendor Marketplace	\$3,500	Vendor fees, event giving, and community engagement
Anniversary / Homecoming Gifts	\$1,044	Special gifts from current and returning Calvary family

Total projected \$30,000

Sunday, October 18, 2026

Recommendation: use the 134th Anniversary Celebration as the public launch and storytelling moment for the campaign—not as the deadline for raising the full \$30,000.

Before Anniversary Sunday

- Finalize campaign one-pager, donation method, QR code, and giving instructions.
- Begin a quiet 'Founding 134' early-giving phase and secure initial commitments.
- Prepare former-member and descendant outreach.
- Prepare business/community sponsorship materials.
- Identify campaign ambassadors who will personally invite supporters.

On Anniversary Sunday

- Tell Calvary's 134-year story and formally unveil the roof campaign.
- Introduce the 134 for 134 Challenge.
- Announce early gifts/pledges to demonstrate momentum.
- Invite former members, families, friends, and community partners to participate.
- Give a clear way to donate immediately and a clear way to pledge.

Reach Beyond the Congregation

Current Calvary Family. Members become ambassadors—not the sole source of the \$30,000.

Former Members & Descendants. Reconnect people whose families, baptisms, weddings, funerals, Sunday School memories, or personal history are tied to Calvary.

Friends & Extended Networks. Invite family, coworkers, neighbors, and friends to honor Calvary's legacy.

Businesses & Community Partners. Offer meaningful sponsorship opportunities tied to preservation and South Side community impact.

Vendors & Local Entrepreneurs. Use a community marketplace to create revenue, visibility, and new relationships.

Calvary Legacy Partners

Recommendation: avoid generic Bronze/Silver/Gold language. Sponsorship names should reinforce Calvary's history and preservation story.

FRIEND OF CALVARY	\$134	Official 134 for 134 participant
FOUNDATION PARTNER	\$500	Supports the foundation of Calvary's next chapter
CORNERSTONE PARTNER	\$1,000	Makes a significant investment in preserving the legacy
LEGACY PARTNER	\$2,500	Helps protect the ministry for generations to come
PILLAR OF CALVARY	\$5,000+	Principal partner in the Raise the Roof campaign

From Anniversary to Goal

PHASE 1 • PRE-LAUNCH | Now – October 17

Finalize campaign identity and materials; donation/QR system; quiet early commitments; sponsor and former-member lists; campaign ambassadors.

PHASE 2 • PUBLIC LAUNCH | October 18

Launch at the 134th Anniversary Celebration; tell the history; unveil \$30,000 goal; issue 134 for 134 Challenge; collect gifts and pledges.

PHASE 3 • COMMUNITY ACTIVATION | October 19 – December

Former-member outreach; business sponsorship asks; social/community storytelling; Community Vendor Marketplace; weekly progress updates.

PHASE 4 • CLOSE THE GAP | Final campaign weeks

Target outstanding pledges; make personal follow-ups; recognize milestones and supporters; focus communication on the remaining amount.

PHASE 5 • CELEBRATE & STEWARD | Campaign close

Announce results; thank donors, sponsors, vendors, and volunteers; report impact; preserve supporter relationships for Calvary's future.

Materials to Be Developed for Calvary

Upon approval of the strategy, the following public-facing materials should be created in Calvary's voice.

The strategy and recommendations remain consultant-facing; donor communications speak as the church.

- Campaign one-page flyer / donation sheet
- 134 for 134 pledge and donation form
- Business and community sponsorship packet
- Sponsorship request letter
- Former-member / Calvary family appeal letter
- Community Vendor Marketplace invitation and vendor application
- Anniversary campaign announcement and giving script
- Social-media campaign copy and progress updates
- QR-code / donation call-to-action materials
- Campaign progress tracker / fundraising thermometer
- Donor, sponsor, and vendor thank-you communications
- Recognition plan for campaign supporters

Beyond the \$30,000

- Calvary's roof project is funded or substantially funded.
- Former members and families are reconnected to the church.
- New relationships are established with businesses and community partners.
- Calvary builds a stronger contact and supporter network for future ministry needs.
- The 134th anniversary becomes a moment of renewed visibility, pride, and stewardship.
- The campaign honors the generations who built and preserved Calvary while creating a path for the next generation.

"Except the LORD build the house, they labour in vain that build it."

Psalm 127:1 KJV

Leadership Approval and Immediate Action

1. Approve the campaign name, theme, \$30,000 goal, and 134 for 134 Challenge.
2. Confirm the church's official donation/payment methods and the person responsible for financial tracking.
3. Confirm the roof scope/estimate language that may be stated publicly.
4. Approve sponsorship levels and donor-recognition approach.
5. Select the Community Vendor Marketplace date and basic event parameters.
6. Identify former-member, family, business, and community outreach lists.
7. Authorize development of the public-facing campaign materials.

8. Begin the Founding 134 early-giving phase before Anniversary Sunday.