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# A New Beginning

A CAPITAL CAMPAIGN  
FOR NATIVITY OF OUR LORD PARISH

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## Honorary Chairs:

Jerry Fercello

Bob and June Heck

Chuck and Sandy Peacock

## General Chairs:

Bill and Tracey Barnes

Steve and Mary DeNamur

Cathy Koerpel

John and Kathy Powers

## Campaign Questions and Answers

We thank everyone who has made a commitment to support Nativity of Our Lord Parish and make it the place it is today.

We have successfully integrated two parish families and crafted a strategic plan for our parish of the future. As a parish we now direct our efforts toward the next step—providing an environment that meets the physical and spiritual needs of our new parish family.

The *A New Beginning* capital campaign is our opportunity to further strengthen our parish programs and provide facilities that will support not only



us but also the generations that follow us. Our campaign goal is to raise \$4,500,000 in new pledges and cash to help us initiate

our building projects. We know that there are many important questions about this project that need to be addressed. Our goal is to keep parishioners well informed throughout this process. In this document we address a number of questions and provide answers about the project and the campaign. Please read it carefully and check the calendar for upcoming meetings about this critical parish project.

## A Message from Fr. John

Dear Parishioners,

For over two years we have been thinking and talking about, planning for, and praying about the construction of new buildings and grounds for Nativity of Our Lord. We have accomplished a great deal already, but now it is time to make our plans a reality.

As you may know, we are well on our way to developing a Master Plan for our facilities and we have initiated

the *A New Beginning* capital campaign to raise funds.

A project as significant as this one requires many steps and a lot of decisions. New information is always coming to light, and we want you to be informed throughout this entire process.

The following information has been prepared for you by the New Facilities Committee, our campaign director and others who have been working on this project since its

start. I encourage you to read it carefully and to join us at future informational events. This is a wonderful parish, and I thank each of you for all that you do for Nativity of Our Lord.

Please continue to pray for the success of our building project and capital campaign. Sincerely,

Fr. John

## 1. Why do we need new buildings and grounds?



Questions About the Project's Background and Development

*"The need for new buildings and grounds was determined from many interconnected factors."*

The need for new buildings and grounds has grown out of changes in our Diocese and, subsequently, in our local Catholic community. Those changes have forced us to look at our facilities from a different point of view than in the last several decades. The first change that has occurred and will occur again in the near future is the diocesan clustering plan. The initial change clustered St. Joseph's, St. Mary's and St. John's of Pelican Lake. This meant that these three parishes would be served by the same pastor – currently Fr. John. After juggling the mass schedules to accommodate travel time and physical limitations we currently have (4) services in Rhinelander and (1) in Pelican Lake on a normal weekend. In the near future further clustering is planned which will include St. Kunegunda's of Sugar Camp and St. Theresa's of Three Lakes in our cluster. Most likely this will mean fewer services in Rhinelander on a given weekend.

As a result of this first stage of clustering and the need for long-term planning, it was decided to merge St. Joseph's and St. Mary's parishes in Rhinelander into Nativity of Our Lord parish. We merged Parish offices into a common building to increase efficiency and serve the new parish family better. As a result of this first step,

a Facilities Team was formed to consider the future of the buildings and grounds making up our new parish structure. For several months the Team studied how our parish used its facilities; evaluated the condition of the structures; considered safety; assessed current and future student populations; reviewed parking limitations; looked at efficiency of the mechanical systems; analyzed operating and maintenance costs; and assessed adequacy related to needs of elderly and handicapped individuals. It was determined that the operating and maintenance costs would continue to rise and we would expend large sums of money to keep aging systems operating and repair or replace one problem at a time. The Facilities Team also identified that once the next step in clustering occurs, and based on current mass attendance, neither church building would be large enough to accommodate parishioners on an average weekend, much less a holiday weekend or summertime services. From these studies the Facilities Team recommended that the parish locate all school and church operations on a single site. The Facilities Team recognized two possible options at the time (June 2005). Those options were to build new facilities on a new site or remodel and add on to the current St. Joseph's site.

Since June of 2005 a New Facilities Committee has taken the recommendation made by the Facilities Team to locate on a single site and evaluated the options. Currently the plan that best meets the long-term needs of Nativity Parish and anticipates the effect of further clustering is to build new facilities on a new site.

In summary the need for new buildings and grounds was determined from many interconnected factors, with the largest being:

1. Possibly only two weekend services in Rhinelander in the near future.
2. Neither church large enough to accommodate the attendance at two services.
3. Continuing and large increases in operating and maintenance costs for our existing facilities due to aging and outdated building systems.
4. Inadequate handicap and special needs accommodations in both church and school buildings.
5. Spiritual unity of having a single place of worship in our community.

## 2. What are we planning to build and where are we building it?

We plan to build a Pre-Kindergarten through 8<sup>th</sup> grade school and a 1000 seat (expandable to 1200) church with adequate parking, street access, play-

grounds and green space. The proposed site borders North Stevens Street between Bikes and Boards and Dr. Orth's chiropractic office and the

property to the south on both sides of Thornapple Drive. Access to the site would be from North Stevens Street, Woodland Avenue and Iverson Street.

## 3. We have chosen a site on North Stevens Street. Why did we choose that location?

The ultimate goal and recommendation of the Facilities Team was to combine our church and school on one site. After extensive research by the site selection sub-committee, the North Stevens Street property was selected as the site that met our needs as to location (within a

short distance of the city), size (15 to 20 acres), access (more than one entry/exit), availability, and cost. Our present properties and as many as 30 others identified did not meet these criteria. St. Mary's is landlocked and cannot be expanded to meet our future needs. St. Jo-

seph's provides a workable alternative but has serious limitations as are identified in question number seven. Pine Lake affords us flexibility as we merge the school operations but the location remains a strong concern for many parishioners.

***"We plan to build a Pre-kindergarten through 8<sup>th</sup> grade school and a 1000 seat (expandable to 1200) church with adequate parking, street access, playgrounds and green space."***

## 4. Is there enough room on the new site for parking and traffic flow? What will happen to Thornapple Drive?

A preliminary evaluation of the site identifies the need to use about 1/3 of the property for buildings, parking and traffic flow. The balance of the usable property will be used for storm water retention, green spaces, playgrounds, etc. Some of the property will remain untouched, designated as wet lands.

A request is being made through the Public Works Department of the City of Rhinelander to abandon the "through" portion of Thornapple Drive. We would request the access points from Woodland Drive and Iverson Street remain for entering and exiting the site.



## 5. What are we going to do with the current facilities of St. Joseph, St. Mary and Pine Lake?

At the appropriate time, our existing facilities will be marketed for sale. We are having these properties appraised to determine their value, either as an entire parcel or as individual buildings, as the

market dictates. The New Facilities Committee has elicited the advice of parishioners and community members who are familiar with the real estate markets to help in this direction.

**Questions About the Building Projects**

## 6. How much will the project cost?

In June of 2005 the estimated cost of constructing a Pre-Kindergarten through 8<sup>th</sup> grade school and a 1000 seat church

(expandable to 1200) was \$10 million dollars. Construction costs have increased 8 to 10% per year over the last couple of

years. For each year we wait to move forward with a construction plan the cost increases \$800,000.00 or more!

## 7. Is this really as cost effective as renovating the existing facilities?

Renovating and adding on to St. Joseph's was identified in June of 2005 as costing about \$7.5 million dollars. This plan would give us the same Pre-Kindergarten through 8<sup>th</sup> grade school and a 1000 seat church (expandable to 1200). Even though this option costs substantially less than building

new there are several serious limitations. New construction would take up almost all of the existing site. Only 100 of the recommended 300 parking spaces would be provided. Adjacent residential property would need to be purchased for adequate parking (at regularly increasing prices). Play-

ground and green space would be nearly nonexistent. Space for future needs would not be available without purchasing adjacent property. More than 50% of the total building would still be over 50 years old resulting in higher operating and maintenance costs. Although a viable option, it is not more cost effective in the long term.

## 8. We are building a church and a school. How much financial support does the parish provide the school? Can the school cover its own costs?

Revenue for school operations comes from four sources: student tuition, fundraising, the school's endowment fund, and parish subsidy. The parish subsidy is approximately 35% of the school's operating budget. This is within the Diocesan guidelines, which state that parish subsidy should not exceed 40% of expenses. However, there are extra expenses incurred by the parish for the operation of the school that are

not part of the school's budget, such as maintenance, some administrative related expenses, utilities, and capital improvements. This 40% of the school's operating budget represents about 25% of the Parish's total revenue coming from collections, gifts, and investments. In dollars, last year the Parish paid \$290,000 toward school operations. This is the lowest the subsidy has been in more than ten years, because the school ex-

ceeded fundraising expectations and realized cost savings on health insurance and purchase of supplies. However, the parish used a good part of the savings to cover higher than expected utility costs. For the current fiscal year, the parish has budgeted \$400,000 for operation of the school. Again, this is within limits set by the Diocese and is an amount within the capabilities of the parish.

## 9. Where are we in our plan at this point?

The ultimate "plan" is to locate all our church and school facilities on a single site. Many pieces of this plan have been put into place and others are being formed as we move forward in making decisions. Examples of plans put into place include: evaluating our space needs for both a church and school; identifying "tangible treasures" for possible use in a new facility; taking an inventory

of equipment capable of being used in a new facility; selecting a site for new construction that best suits our needs; hiring a fundraising firm to raise capital for construction; hiring an architect to develop a "Master Plan" for the parish's physical and spiritual needs; and proceeding with testing the site of choice prior to closing the purchase. Examples of plans still in formation include: hiring a construction manager to

assist in cost control, scheduling and materials selection; hiring a Liturgical Consultant to inform parishioners of church design criteria and spiritual considerations; continuing into the construction drawing, bidding and construction phases of the overall project. There are also pieces of the project that will come to light and require planning as we continue to move forward.



Questions About  
the Building  
Projects

*"The ultimate  
'plan' is to  
locate all our  
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## 10. Where did we get the money to purchase the property, hire our consultants, and begin the drawings?



**Groth Design Group, our architects, are designing our Master Plan.**

The parish will use funds from investments and donations designated for construction projects to cover costs of purchasing the property, hiring consultants

to get an approved Master Plan and conducting a capital campaign. Once funds are collected from the campaign, the initial costs can be recovered.

## 11. When will we have a model or site plans to know what we are investing in?

The architect is working on preliminary site plans as the details of the land purchase are being completed. Once zoning and roadway issues are resolved conceptual drawings and a site

plan will be presented to the parish. A mid-November time frame has been established to have this information available for discussion throughout the parish. Once a consensus is

reached on the Master Plan, construction cost estimates will be provided and we will know the level of investment we will be pursuing.

***“The architect is working on preliminary site plans as the details of the land purchase are being completed.”***

## 12. When might we start construction and what are the steps in the planning process?

Construction could begin on our site in summer or fall of 2007. Approval of a Master Plan, completion of the capital campaign, hiring of the Construction Manager and Liturgical Consultants, ac-

tual design of the buildings and grounds and a bidding period must all come together prior to breaking ground on our site.

## 13. Who makes decisions about the project?

The decision-making process involves the New Facilities Committee studying the issues and making consensus recommendations to the parish. Fr. John then consults with the Pastoral Council, Finance Council and the Parish Trustees, depending on the type of decision needed. The Pastoral Council will, as they deem necessary, use appropriate means, such as town meetings, to solicit parishioner input. These bodies advise Fr. John as to whether or not they believe the recommendations are in the best interest of, and are

acceptable to the Parish. Much like the decision to merge the parishes, Fr. John will look to the appropriate council to accept the recommendation in a consensus form, rendering a decision. Church law dictates, though, that the decisions of the Pastoral and Finance Councils are conciliatory and must be accepted by Fr. John as pastor. Fr. John has also kept Bishop Fliss and the appropriate Diocesan consultants informed on the progress of our project. Certain decisions must be approved at the diocesan level.



**Questions About the Building Projects**



Questions About the Fundraising Campaign

14. How is the parish going to pay for this project? Why are we trying to raise \$4,500,000 if the total cost of the project is approximately \$10,000,000?

The \$10,000,000 cost estimate represents construction on a new site for our Master Plan project. The \$4,500,000 we are raising through the capital campaign is the amount we believe can

be raised at this time as determined by an extensive feasibility study completed by Phoenix Fundraising Council. Other funds possible for construction use will come from sale of our existing properties and

borrowed monies. What the total amount available for construction will amount to has yet to be determined.

15. Who are our fundraising consultants for the campaign? How are they compensated for their work?

Phoenix Fundraising Counsel, Ltd. based in Madison, Wisconsin is our fundraising counsel. Phoenix has been providing campaign counsel to Catholic parishes for more than a decade.



Phoenix is paid a weekly fee for services. It is a time and

materials based fee schedule and is not tied to the amount of money that is pledged in the campaign.

16. If we have to construct the project in phases, how will we decide what to do first?

As part of a Master Plan the architect will help identify logical construction phasing opportunities. Any phasing

will require input from the parishioners to consider the needs, costs and priorities. We will continue to work to

produce an acceptable Master Plan that will provide guidance in these areas.

17. What is the plan of action if we don't raise the money we need?

The New Facilities Committee will continue to focus on developing a Master Plan that is acceptable to the parish family. This will allow the future of our parish to have direction for generations to come.

the project we build are still to be determined. Once the actual cost of the project is identified and the amount of available construction money is determined the Committee will come back to the parish for input on the plan of action to follow.

The total amount of money we will raise and the extent of

## 18. If parishes in the area are going to have to consolidate and join with Nativity, why aren't we asking these parishes to help with the funds?

Further clustering of parishes means the pastor of the cluster will serve the needs of all parishes in the cluster. Further clustering does not necessarily mean closing any parish or church in the cluster. The clustered parishes will remain

open as long as they can meet the needs of their parish family both spiritually and physically. Both St. Kunegunda and St. Theresa parishes are aware of our project and are considering what the future may hold for their parishioners. The

Parish Council at St. John's in Pelican Lake is aware of our project, and is considering how they may help with the capital campaign.

## 19. How will the pledge solicitation process work?

Because of the parish's size and the requirements of a carefully structured campaign, it is impossible to contact all parish families at once. Therefore, the campaign will be broken down into two sections for solicitation: the Special Gifts Section and the Parish Family Section.

When it is time to pledge, parishioners will receive an individualized "Hoped for Pledge Proposal" asking them to prayerfully consider a "sacrificial pledge" to the campaign. In general, Hoped for Pledge Proposals will be sent out between December and early February.

The Phoenix Fundraising Counsel Campaign Director will carefully identify Special Gift Prospects to be solicited in this section. Each family will receive a written "Hoped for Pledge Proposal"

asking them to prayerfully consider a pledge to the campaign. Volunteers will then make personal calls to answer questions and assist parishioners with the pledge process. *It is important to note that the volunteers will not be asking for money.*

In the Parish Family Section, each family will also receive a written "Hoped for Pledge Proposal" asking them to prayerfully consider a pledge to the campaign. Members of the Parish Family Section will communicate with volunteers during our Commitment Weekends in February.

Capital campaigns designed with a "parishioner to parishioner" process for answering questions and securing completed pledge forms experience a greater degree of success than any other process. The volunteers who call

on you have already completed their own pledges and are there to answer questions and return confidential, completed pledge forms to the campaign office. This approach builds community and assures that tasks are completed efficiently and effectively by people you trust. *Please remember that the volunteers will not know what you have been asked to pledge nor what you decide to pledge.*

## 20. Will volunteers know the details of my pledge or what I was asked to give?

No. Your personalized *Hoped for Pledge Proposal* inviting you to consider a gift will arrive in the mail and volunteers will not have access to that information. Only the Phoenix Fundraising Counsel Campaign Director will have a record of what you have been asked to give.

Volunteers will answer your campaign-related questions and provide you with a pledge form; once you've had time to complete it and seal it in the envelope provided, the volunteer will return it to the campaign office. The office will then record your pledge and Fr. John will send

you a thank you letter. This process is designed specifically to keep the details of your pledge confidential between you, the parish, and the Lord.



Questions About the  
Fundraising Campaign



**Questions About Participating in the Campaign**

*“Each of us has been blessed in many ways, and it is a matter of conscience what we pledge, in turn, to the capital campaign. You are simply asked to consider your blessings, your obligations, and what you can give to support this project and community.”*

## 21. Is everyone being asked to participate with a pledge?

Yes. This is a parish-wide, community-centered project that supports the mission of Nativity; therefore, everyone is invited to participate. Our goal cannot be accomplished with the support of only certain groups of members (i.e., “school

families” or “Long-term families”). This is our parish, so this campaign will require commitment on the part of every member. We all need to work together, play our part, and support each other for the benefit of the community.



## 22. How much am I supposed to give?

The concept of a “fair share” through “sacrificial giving” is a good benchmark for a capital campaign. Sacrificial giving is returning to the Lord a significant share of the resources with which we have been blessed to further His work here on earth. Each of us has been blessed in many ways, and it is a matter of conscience what we pledge, in turn, to the capital campaign. You are simply asked to consider your blessings, your obligations, and what you can give to support this project and community. The success of

this campaign is dependent upon the generosity and support of all parishioners, regardless of the size of the gifts.

Each parish member or member family will receive a Hoped for Pledge Proposal inviting consideration of a pledge for the capital campaign. The proposal will describe the needs to be addressed through parishioners’ financial pledges.

A hoped for pledge range will be suggested in each

proposal based upon the member’s previous time, talent and treasure commitments to Nativity of Our Lord Parish. **The hoped for level of pledge suggested in each proposal is confidential.**

Those who have been blessed and received the most financially obviously are asked to give the most, which is the idea of “fair share”. As stated previously, every parish member will be asked to consider a gift.

## 23. How long do I have to pay on my pledge?

Pledges may be made for up to 5 years. As the donor, you may determine the schedule of giving. Your pledge form allows you to determine the timing of your payments from weekly to annual payments as well as the start and end dates.

## 24. Is my pledge legally binding?

No. It is a commitment that you make to God to support your church, but it is not a legally binding pledge on you, your estate or your heirs.

## 25. Is my pledge tax deductible?

Your campaign pledge is tax deductible to the full extent allowed by law. We suggest that you contact your tax advisor with any specific questions.

## 26. May I give stock contributions to the campaign?

Yes. In fact, you may be able to give more to the capital campaign through a donation of stock that has appreciated in value over your cost basis than if you make a gift of cash. The dif-

ference is the benefit of not having to pay taxes on the appreciated value of your stock. The stock will be valued for gifting purposes on the day the stock certificates are received in the

campaign office. Please consult with your advisor for details regarding your specific situation.

*“We all need to work together, play our part, and support each other for the benefit of the community.”*

## 27. Is my campaign pledge in addition to what I am already giving annually in support of parish operations or what I have given to previous fundraising efforts?

Yes. Each parishioner’s annual weekly envelope contribution is the primary source of financial support to underwrite the costs of the parish’s annual budget.

Nativity of Our Lord, like all other parishes, has annual operating expenses, and these ongoing

operating expenses require the continued support of parishioners.

The capital campaign pledge will be applied exclusively to the building project, over and above regular contributions for the daily operation of the parish.

To inform parishioners of our needs and raise the additional money required, we are implementing a carefully considered and designed fundraising campaign, asking all parishioners to consider additional, limited-term support.

## 28. When do I need to begin making payments on my pledge?

The first payment should come as soon after the pledge commitment as you are able to make it. It is important that we collect as much of the money pledged in as short a time as possible to enable us to begin and complete our new facilities in a timely manner.

This being said, we also know that parishioners face a wide range of circumstances that affect how and when it is best for them to give. As you are invited to consider a pledge, you will also be given the opportunity to determine your pledge payment schedule and start date. And, please know

that we are grateful for all that you have done and continue to do for the parish and on behalf of our project.





**Questions About  
Participating in the  
Campaign**

*“If you would  
like to speak  
to someone  
about the  
campaign, call  
the campaign  
office at  
362-4009.”*

## 29. How can parishioners be involved in the campaign?

We are enlisting volunteers from the parish to serve in one of three volunteer sections: Special Gift Section, the Parish Family Section and the Information Section.

Please note that no volunteer will have to ask another parishioner for money. The role of the volunteer is to provide information to fellow pa-

rishioners so they can reach a level of comfort to make their pledge when they receive their Hoped for Pledge Proposal. Please don't wait to be recruited to serve as a volunteer. Call the campaign office and tell us that you want to serve.

Of course, we also need your prayers of support and commitment to par-

ticipate in this campaign to the best of your ability.

## 30. How do I get additional questions answered?

Campaign volunteers will be in touch with parishioners through the final Commitment Weekend on February 17-18. If you would like to speak to someone about the campaign, call the campaign office at 362-4009. Susan Corwith, the Campaign Director, will help connect you with the right people and

information. You may also e-mail Susan at [src@phoenixfundraising.com](mailto:src@phoenixfundraising.com).

Campaign Office—Susan Corwith,  
Campaign Director  
715-362-4009 (phone)  
src@phoenixfundraising.com (e-mail)



**Stewardship Prayer**

**Almighty and ever-faithful Lord,  
gratefully acknowledging Your mercy  
and humbly admitting our need,  
we pledge our trust in You and each other.**

**Filled with desire,  
we respond to Your call for discipleship  
by shaping our lives in imitation of Christ.  
We profess that the call requires us  
to be stewards of Your gifts.**

**As stewards, we receive Your gifts gratefully,  
cherish and tend them in a responsible manner,  
share them in practice and love with others,  
and return them with increase to the Lord.**

**We pledge to our ongoing formation as stewards  
and our responsibility to call others to that same  
endeavor.**

**Almighty and ever-faithful God,  
it is our fervent hope and prayer  
that You who have begun this good work in us  
will bring it to fulfillment in Jesus Christ,  
our Lord. Amen**

# Upcoming Events

DATE	EVENT	TIME	LOCATION
December 4	Small Group Meeting	9:30 a.m.	Schiek Library
December 5	Small Group Meeting	6:30 p.m.	Schiek Library
December 6	Small Group Meeting	9:30 a.m.	Schiek Library
December 6	Small Group Meeting	2:00 p.m.	Schiek Library
December 7	Small Group Meeting	10:00 a.m.	Schiek Library
December 7	Small Group Meeting	6:30 p.m.	Schiek Library
Dec. 9-10	Information Weekend	After All Masses	Church
December 12	Small Group Meeting	6:00 p.m.	Convent
December 13	Small Group Meeting	9:30 a.m.	Schiek Library
December 13	Small Group Meeting	2:00 p.m.	Schiek Library
December 14	Small Group Meeting	5:30 p.m.	Convent
Jan. 20-21	Information Weekend	After All Masses	Church