

THE PRINCE OF
PEACE CHURCH

20
24

POPCVA CAPITAL CAMPAIGN

FEASIBILITY STUDY REPORT

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Introduction

The Church is in need of a capital campaign. Where should we start?

Founded in 1902 by Bishop Samuel L. Mackey, Prince of Peace Church has served as a spiritual cornerstone in Portsmouth's Brighton Community for over 122 years. Witnessing numerous leaders and eras of growth, it remains a vibrant symbol of unwavering faith and community spirit. This rich history serves as the foundation for a future guided by Pastor DeAndre R. Carswell's vision, promising continued hope and inclusivity for all.

The origin of the name of our Capital Campaign, **360 Campaign: Creating Full Circle Change in Our Community through Faith and Commitment**, is rooted deeply in the historical biblical text. Two significant numbers come to mind in regard to this campaign. The number 18 in Hebrew, a combination of “Chet” and “Yud,” forms the word “Chai,” meaning “life.” In Hebrew, 36 is honorable, or “Lamed Vav,” not a word itself but a profound concept. Its essence lies in the 36 righteous individuals, the Lamed Vavniks, believed to exist in every generation, silently upholding the world’s balance. At the Prince of Peace Church, we aim to embody this quiet strength and enduring spirit in our Brighton Community and overarching city of Portsmouth, Virginia.

Our goal is to raise \$36,000 in 36 months. In this deliberate choice, we resonate with the spirit of "Lamed Vav," signifying our commitment to making a world better and kinder, just like the 36 hidden righteous ones.

We aspire to:

- **Expand our ministry and outreach:** We envision reaching far beyond our walls, offering hope and support to a broader circle.
- **Strengthen our financial future:** Stability allows us to focus on what truly matters – serving our community with unwavering dedication.
- **Renew our physical home and branch of Zion:** With necessary renovations, we create a welcoming space reflecting our faith's vibrancy.

Tagline:

*“360 Degrees:
Creating Full Circle
Change in our
Community”*

Timeframe:

36 Months

Start Date:

Feb. 25th 2024

End Date:

February 25, 2027

CAPITAL CAMPAIGN COMMITTEE

THIS STUDY WAS CONDUCTED DURING A ONE DAY WORKSHOP HELD WITH LEADERSHIP AT THE PRINCE OF PEACE CHURCH. LEADERS ANSWERED SURVEY QUESTIONS, WHICH CREATED THESE RESULTS.



DeAndre R. Carswell
Senior Pastor,
Board of Trustees



Brenda Y. Williams
Executive Pastor,
Board of Trustees



Darryl Williams
Deacon, Treasurer,
Board of Trustees



Marion Anderson
Church Mother,
Board of Trustees



Shelby Carswell,
First Mother, Women's Ministry
Coordinator



Tina Harris-Smith
Board of Trustees



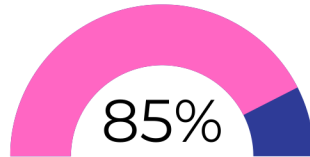
Jackie Shepard
Outreach Coordinator



Arian L. Tyler
Comms Director, Youth Ministry
Coordinator

Current State Analysis

100% African American



85% Female
15 % Male

The Prince of Peace Church stands at a crossroads. While its heart beats strong with a dedicated core of **14 members and 40 involved community partners**, financial limitations hold back its full potential. Operating reactively with tight resources (**\$51,166.26 in offerings**), they struggle to pay staff equately, invest in media ministry, or address significant infrastructure needs (roofing, HVAC). The predominantly female congregation (**85% members, 75% partners**) fluctuates between **12-25 in-person attendees and 8-10 online**, highlighting the need for broader engagement strategies. Despite serving the local **African American community** in a low-income area, the untapped potential exists to expand their reach and impact.

This campaign represents a crucial turning point. By addressing financial constraints, cosmetic and technical limitations, and expanding ministry offerings, Prince of Peace aims to build a more sustainable and impactful future. Strengthening their financial position will enable them to pay staff fairly, invest in technology, and proactively maintain their facilities. Addressing infrastructure concerns, like the community garden, will not only improve aesthetics but also foster community engagement. Expanding ministries provides an opportunity to attract new members and deepen connections within the existing community.

Success hinges on effective communication and engagement. Clearly articulating the campaign's goals and benefits to potential donors and supporters will be key. Additionally, analyzing reasons for low engagement and developing strategies to attract a wider demographic, particularly men, is crucial for long-term growth. By seizing this opportunity, Prince of Peace Church can transform from simply surviving to thriving, becoming a beacon of hope and inclusivity for the entire community.

Market Analysis

Performance goals are a good way to monitor and measure progress.

Prince of Peace Church stands nestled within a diverse religious landscape, surrounded by six fellow churches within a mile radius. While denominations like AME, United Methodist, Baptist, and non-denominational are represented, **the community itself faces an array of unmet needs.** From access to critical resources to programs tackling alcohol and substance abuse, youth services, employment assistance, and technology gaps, there's an opportunity for the church to extend its reach and make a profound impact.

Fortunately, a strong foundation of support already exists. **Over 50 consistent donors and four dedicated business partners currently back Prince of Peace's initiatives.** But the potential extends further. Studying successful fundraising campaigns by similar churches and organizations can offer valuable insights and strategies to cultivate even wider support. By harnessing the community's needs and leveraging existing goodwill, the Prince of Peace can position itself not just as a place of worship but as a beacon of hope and a catalyst for positive change.



Campaign Plan

\$36,000 in 36 months is the Goal.

Reaching for New Heights: Prince of Peace Church embarks on an ambitious 36-month campaign to raise \$36,000 and revitalize the church's presence in the community. Launching on February 25th, 2024, this initiative seeks to breathe new life into the church, expanding ministries, enhancing facilities, and solidifying its role as a beacon of hope.

Specific Goals

The campaign envisions a transformed church space with an expanded ministry, featuring a renovated multi-purpose room, upgraded HVAC, improved accessibility with a ramp and pathway, modern technology like an LED screen and updated camera system, a revamped roof, and an optimized layout with additional bathrooms and a community resource center. The outdoor space will also be revitalized with a gazebo, improved lighting, and an updated garden area. Furthermore, equipment like bibles, books, and kiosks will be refreshed.

Fundraising Strategies

A diverse mix of tactics will fuel the campaign:

- **Recurring Donations:** Pledges and automatic giving options provide a solid foundation.
- **Ministry-Driven Events:** Events like a worship concert, annual tea, children's pageant, yard sale, movie night, camp, and Family & Friends Day offer community engagement and fundraising opportunities.
- **Special Initiatives:** Raffles for Father's Day and Mother's Day, a paint party, carwash & fish fry, and Yok sale add variety and cater to different interests.
- **Facility Rentals:** Renting the space to the community generates additional income.

Cost Assessment

While detailed cost estimates require further analysis, each event and initiative will be carefully budgeted to ensure efficient resource allocation and campaign success.

Beyond Fundraising

This campaign goes beyond mere finance. It aims to rekindle the spirit of the church, fostering deeper connections within the community, attracting new members, and expanding its impact on the surrounding area. Through strategic fundraising, thoughtful planning, and unwavering commitment, Prince of Peace Church is poised to embark on a transformative journey, solidifying its place as a vibrant center of faith and hope for future generations.

Event	Date	Lead	Cost/Reg. Fee
Campaign KickOff Sunday	2/25/2024	General Effort	N/A
Paint & Eat Party	3/5/2024	Womens Ministry - Sis Shelby Carswell	\$20.00
Annual Tea Party	4/17/2024	Womens Ministry - Sis Shelby Carswell	\$25.00 Adults \$10.00 Children
Mother's Day Raffle	5/5/2024	Mothers Anderson & Holloman	\$5 per tix 3 tix for \$10
Spring Cleaning Yard Sale	5/18/2024	General Effort - Arian Tyler	\$10 Table Registration Fee
Founders Day Pledge	5/26/2024	General Effort	\$122 Pledge
Night at the Movies	6/14/2024	Executive Pastor	\$7 for Adults \$5 for Kids
Father's Day Raffle	6/16/2024	Men's Ministry - Deacon	\$5 per tix 3 tix for \$10
Carwash + Fish Fry	7/13/2024	General Effort	TBD
Christian Camp Courageous	8/19/23 - 8/23/24	Youth Ministry - Arian Tyler	\$65.00
Yok Sale	9/6/24	General Effort	\$10 for a box \$12 with a soda
Line Dancing Night	10/15/2024	General Effort	\$15.00
Little Ms & Mr POPC Pagenat	11/16/2024	Youth Ministry - Arian Tyler	TBD
Worship Night Concert	TBD	Youth Ministry - Arian Tyler	\$18

Fundraising Distribution Policy: Ensuring Transparency and Sustainability

The Prince of Peace Church is committed to transparency and effective resource allocation in its 360 Campaign fundraising efforts. To ensure the responsible distribution of funds raised through various events, the following policy will be implemented:

Facility Use Contribution

A set fee of \$100 will be deducted from the gross revenue of each event and directly deposited into the church's checking account for immediate needs and to offset the cost of the resources used to put on the event.

Profit Sharing

The remaining profit from each event will be divided as follows:

- 50% to the Capital Campaign: This portion will directly contribute to achieving the campaign's overall goals, including infrastructure improvements, technology upgrades, and expanded ministry offerings.
- 50% to the Event's Ministry (if applicable): When a specific ministry organizes an event, 50% of the profit will be allocated to their discretionary funding, supporting their projects and activities. This incentivizes ministry involvement and aligns fundraising efforts with specific programs.

Unattached Events

For events organized by a general group effort rather than a designated ministry, the remaining 50% will be deposited into the church's non-discretionary general checking account. These funds will be used for broader church needs and operations, determined by the leadership team.

Women's Day and Men's Day assessments will not adhere to this policy and will go directly towards the ministry fund they are intended for.

Transparency and Communication

Detailed financial records of all fundraising activities will be maintained and available for review by authorized personnel. Periodic updates on campaign progress and resource allocation will be communicated to the congregation and supporters, fostering trust and transparency.

This policy ensures that funds raised through various events contribute both to the overall campaign goals and directly support the ministries that organize them. This balanced approach fosters collaborative fundraising efforts, aligns resource allocation with specific needs, and promotes responsible financial management, ultimately contributing to the success of the 360 Campaign and the long-term growth of Prince of Peace Church.

Conclusion

As Prince of Peace Church embarks on its 360 Campaign, the future holds immense promise. Our dedicated core, coupled with a supportive community, forms the foundation for success. By analyzing the diverse religious landscape and strategically planning fundraising events, we'll foster engagement and financial sustainability. Transparent fund distribution ensures trust, while captivating events attract broader participation. Ultimately, this campaign envisions a revitalized space, expanded ministries, a strengthened financial footing, and a beacon of hope radiating throughout the community. We invite you to join us on this transformative journey, creating "Full Circle Change in Our Community through Faith and Commitment." Together, let's build a brighter tomorrow for Prince of Peace Church and the community it serves.

360 Degrees: Creating Full Circle Change in our Community is an opportunity to say “thank you” to God by returning a portion of our blessings to Him so that we may build and strengthen our place of worship in his honor.



Acknowledgements

Thank Pastor DeAndre R. Carswell for sharing your vision and leadership with your flock.

Thank you sister Arian L. Tyler for surveying, compiling, and showcasing these results.

Thank you sister Daria Leon for sharing your fundraising expertise during our intensive leadership workshop.

Thank you leaders for dedicating your time to plan and strategize for the betterment and future of the POPCVA.

**We thank you for your
continued support in
our efforts to contribute
to the Prince of Peace
Church.**



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