



**FREQUENTLY ASKED QUESTIONS
+ ASSET CONTRIBUTION POLICY**



INDEX

Campaign	2
Goals	4
Building	6
Giving	7
Asset Contribution	11

CAMPAIGN QUESTIONS

What is Building Hope for Tomorrow?

Building Hope for Tomorrow is a building campaign that will allow us to deepen in our mission to reach out to the world around us and share the everlasting love of Jesus Christ by building a permanent church home at 4925 Lincoln Way.

What is a giving campaign?

It's a relatively short season of life – from Nov. 3 to Nov. 24 (the weekend before Thanksgiving) – set aside for us as a church family to grow stronger in faith and purpose! It's a great time to be church together!

A capital campaign is an effective tool God has used in the past to inspire us to grow faithfully and expand the ways we can minister to those in the Story County area. These campaigns have resulted in incredible growth and joy! This campaign will involve much more than fundraising- it will focus on prayer, study of God's Word, building relationships, inspirational worship, and yes- cheerful and faithful giving. Each of these are areas of discipleship that we are all called to continually grow in as followers of Jesus. (1 Cor. 13:13; Acts 1:8; 2 Cor. 9:7; Luke 12:33-34, 48)

Secondly, in the past seven years, Hope Ames has had two successful giving campaigns. Hope Dreams (purchasing our office space The Link), and Field of Hope (purchasing the land we plan to build on). Past campaigns have shown that an intentional, focused season of teaching, learning, and growing in our Biblical understanding of stewardship and generosity will not only allow our giving project goals to be met, but increase our generosity as a church and deepen our faith to bless our congregation and surrounding community for generations to come.

Is a giving campaign the same thing as a fundraiser, just with a different name?

Actually, there's a significant difference: fundraisers typically include established methods, sales or gimmicks to encourage people to give more, offering recognition and/or rewards for those who do. That's appropriate for a non-profit organization trying to raise money, but not for a church trying to teach people a Bible-based model for giving as a matter of faith and spiritual discipline. Giving campaigns at any campus of Hope do not include pressure, tactics or gimmicks. You won't get your name engraved on a plaque if you give a lot of money. We give offerings at church for God's glory, not our own. During Building Hope for Tomorrow you'll simply be asked to pray about what God wants to do through you to accomplish his will for this church. Then, you will be invited to trust God enough to take a leap of faith and give whatever he lays on your heart to give ... not to be recognized or honored by other people, but to honor God!

Don't most churches hire a professional church fundraiser for a building project of this scale? Why doesn't Hope just do that?

Yes, most churches do hire professional fundraisers for building projects of this magnitude, but it's just not a good fit for us. It's expensive and some church fundraisers use tactics that aren't Bible-based. So, the giving campaigns we do at Hope are homegrown and led by a team of volunteers.

How does a giving campaign work? What should I expect?

The Building Hope for Tomorrow campaign is three years, running from January 2025 - December 2027. You can expect to be surprised if you're preparing for a high-pressure, slick and polished effort to get you to part with more money than you really want to give! It's a pretty simple process ... there are basically three stages:

1. Vision Meetings: Now, before you run away screaming, rest assured these have nothing to do with making a sales pitch. Meeting hosts and volunteers are not allowed to ask for money, or even talk about how much a person should give. We have meetings on Nov. 7 & Nov. 12 at 6:30 pm at the Link (Zoom option available) and at the Ames City Auditorium on Nov. 17 at 10:00 am. Each meeting will cover the same information. There will be a video to watch, a brief overview presentation, a packet provided full of information and volunteers from the campaign team will be on hand to answer any questions you might have. That's it! Simple. Easy. Fun. Painless. Meet some people, share some stories, watch a video and get some questions answered.

2. Worship, Prayer and Bible Study:

The Christian fundamentals of prayer and getting into God's Word through worship, study, prayer and daily devotions will serve as the foundation of the campaign. In addition to worshipping weekly, we will have a prayer guide available. Seven years ago, Hope Ames became a campus, and now as we look to Building Hope for Tomorrow, we welcome and encourage all of Hope Ames to pray together, wherever you may be, at 7:00 each day (morning or evening, or both). You may reflect on this prayer: *God, what do you want to do through me to accomplish your will at Hope Ames?* We will collect prayer requests throughout the campaign so that we can pray for our brothers and sisters in Christ as well as for the plans God holds for the future of the church.

3. Celebration Sunday and Processional Offering:

Although you may give at any time, on Sunday, Nov. 24, we'll thank God for Hope Ames, and we'll give offerings to him with thankful and joy-filled hearts, responding to his call through a one-time special offering, or three-year pledge by bringing the commitment card and envelope you receive in your packet to the altar. The commitment card will have a place to offer up your treasure and prayers because both gifts are important and valuable, regardless of financial circumstances.

Wait, I'm seeing other Hope campuses also talking about Building Hope for Tomorrow. What's up with that?

It's an exciting season for all of Lutheran Church of Hope! Four other campuses besides Hope Ames (Hope West Des Moines, Hope Ankeny, Hope Grimes, and Hope Waukee) are doing campaigns with the same

name. Hope+Elim is on year two of a campaign called Shining the Light Together, and Hope Iowa City is taking part in a “Growth Campaign” as they celebrate the launch of their campus this fall. We are one church in many locations, and God is up to really cool things all over, from additions, renovations, debt reduction, and more.

For brevity, in our materials, we often refer to the campaign simply as “Building Hope for Tomorrow” but you will also see us refer to it as “Building Hope for Tomorrow - Ames.” Look for the logo that includes “Ames” on the front of all materials!

If you feel called to give online to this or any other Hope campaign, select the corresponding campus in the drop-down and then the fund name. So for Hope Ames, you will select “Ames” and then “Building Hope for Tomorrow – Ames.”

If you give by check, simply write “Hope Ames Building Fund” in the subject line.

Can I still give towards Ames’ campaign if I worship at another Hope campus?

Absolutely. Wherever you worship, you can indicate Building Hope for Tomorrow – Ames OR Hope Ames Campaign on a check or through online giving at hopeames.org/give

Who are the volunteers leading Building Hope for Tomorrow?

A faithful team of 72 volunteers from Hope Ames has met over the past six weeks to prepare for Building Hope for Tomorrow - Ames.

GOALS QUESTIONS

What are the goals of Building Hope for Tomorrow?

The four goals of Building Hope for Tomorrow are (1) to *celebrate* the miracle called Hope – past, present, and future; (2) *catch* the clear and exciting vision God has provided for Hope’s future, (3) *connect* on deeper levels to God and to one another as a church family, and (4) *contribute* to the mission of this church as we discover together the joy of cheerful giving with special offerings for the Hope Ames Building Fund!

How will we celebrate the miracle called Hope – past, present, and future (Building Hope for Tomorrow Goal #1)?

On Sunday, Nov. 3, Hope West Des Moines will be celebrating their 30th birthday! Meanwhile, we’re celebrating seven years as a campus in Ames. Seven is the biblical number for completion, and that feels appropriate as we feel God is completing our season as a mobile congregation. That’s worth celebrating! At Hope Ames’ regular worship times (9:00 & 10:30 am at the Ames City Auditorium), we will celebrate God’s work in Ames through Hope so far as we eagerly look forward to the future!

At those services, we will take communion and there will be an opportunity to submit personal prayer requests to be prayed over by our prayer team.

HopeKids will be writing prayers of thankfulness that morning.

Mark your calendar for ONE SERVICE at 9:30 am on Sunday, Nov. 24. – Building Hope Celebration Sunday! We will have a party with breakfast, games, and fellowship afterwards in the gym.

How will we catch the clear and exciting vision God has provided for Hope's future (Building Hope for Tomorrow Goal #2)?

It's easy – just attend one of three Vision Meetings! These will give you an opportunity to learn all about the details of Building Hope for Tomorrow in a friendly, relaxed and pressure-free setting (no offerings taken!).

Our goal is 100% participation! We want every Hope member to attend a Vision Meeting (non-members are welcome to attend as well)!

Hope members who don't attend a Vision Meeting will be hunted down and forced to have a meeting with our Collections Agents. Just kidding, but we will find a way to get the Building Hope for Tomorrow information packets to you ... so it would be easier for all of us if you show up for a fun and friendly Vision Meeting!

How will we connect on deeper levels to God and one another (Building Hope for Tomorrow Goal #3)?

Spiritual growth happens when we carve out time for God, commit to worship weekly, pray and read the Bible daily, discover the joy of Christian community, and coordinate our gifts together as the body of Christ for a purpose and mission that is way bigger than us! And that's what Building Hope for Tomorrow is all about!

It's an opportunity for us to give special offerings to further the cause

of Jesus Christ in our world ... it's also an opportunity for us to grow spiritually in powerful ways. That's why we're providing you with a Building Hope for Tomorrow prayer guide and inviting you to a daily (7:00 am and 7:00 pm) time to pray together. The more you take part in this giving campaign, the more you will grow, connecting on deeper levels to God and to one another. Come and see!

How will we discover the joy of cheerful giving as we contribute to the mission of this church (Building Hope for Tomorrow Goal #4)?

The Bible says that everything belongs to God (Psalm 24:1), and that we came into this world with nothing, and we will leave with nothing (1 Timothy 6:7). In between, God blesses us with money and gifts to manage while we are here in this world. So, how much we give becomes a matter of faith and God's revelation, not human reason. It's between you and God, not you and someone from the church.

So, you are free, rather than obligated, to give. When we give freely and generously (Luke 12:48) out of love for God and to a mission with a positive and eternal impact (Matthew 6:19-21), it not only has the potential to change the world, it can also change us ... and set us free! And in that freedom, we will discover the joy of cheerful giving!

BUILDING QUESTIONS

What plans do we have for the building?

A team of volunteers, architects and Hope Ames' leadership team met together for months to dream and develop plans for our church building. The plans include a 700-seat worship center (which will be a flexible space for multiple uses), a gathering and overflow space, children's and nursery space, classrooms, offices, a kitchen and kitchenette, a parking lot, and a prayer path.

You said 'a parking lot' but I see two parking lots on the building renders. What does that mean?

Provided we are able to build both levels, we hope to one day build a lower-level parking lot near the walk-out entrance at the lower level. It will be great for families dropping off their kids on Sunday mornings! When we were praying over the goals for giving, we felt that the Miracle Goal of \$3.25 million should encompass what it will take to fully finish the building plus adequate parking, which the top-level lot will fulfill.

Why are we going to build at 4925 Lincoln Way?

In 2019, in a campaign called Field of Hope, we raised money to purchase land in North Ames along George Washington Carver Ave. and Cameron School Rd. It was a great piece of land, and we were dreaming of building our home there, but God had even better plans for us! In 2023, the parcel at 4925 Lincoln Way came to our attention and the congregation voted to 'switch' (sell the north land and use those funds and the reallocated

pledges from Field of Hope to buy the new parcel in West Ames.) The north land is a great property, but here are some of the benefits of building on the west site:

1. Its proximity to CyRide stops means that it is accessible to students and congregants who use public transport.
2. Proximity to CyRide also means that Kairos can happen at the new building and we can sell The Link.
3. By selling the Link, along with reduced infrastructure costs, we are saving around a quarter-million dollars by building on the west site.
4. The terrain allows for a walk-out lower level, which saves building costs (as compared to the same square footage all on one level).
5. The existing natural features like the pond and mature trees are beautiful and will offer peaceful walking paths for prayer and contemplation.
6. Proximity to Boone County communities from which many of our current Hopesters already travel (and likely more in the future.)
7. Proximity to Highway 30 for easy access for Hopesters who live in many other area communities.

When will we start building and when will it open?

Provided we meet any of the giving goals for this campaign, we will break ground as soon as the ground thaws in 2025. It is tough to estimate how long construction will take, but we are hopeful to open the building in 2026!

GIVING QUESTIONS

What is the maximum amount of money Hope Ames will spend on these campaign capital projects?

At the annual meeting of Lutheran Church of Hope on September 15, 2024, the congregation approved expenses up to \$10,500,000 in capital projects and a maximum of \$6 million in debt.

How much does the building cost?

The total of gifts and pledges from our congregation will serve as a down payment on our building (our land is on schedule to be paid off prior to construction). We will then take out a \$6 million loan and proceed to pay this off through monthly mortgage payments. Thankfully, we will no longer be paying to rent the City Auditorium weekly, a rate that has grown to more than \$70,000 per year.

What are the specific giving goals that will allow us to start building?

We have three specific giving goals that, once met, will allow us to begin construction on a permanent church home...

- 1. Victory Goal:** \$2 million | Single-story, 20,000 sq. ft. building
- 2. Dream Goal:** \$2.5 million | Two-story 26,400 sq. ft. building with partially finished basement (6,400 sq. ft. unfinished)
- 3. Miracle Goal:** \$3.25 million | Two story, 26,400 sq. ft. building, fully finished

I know all things are possible with God, but what if we don't reach those goals?

The goals have been prayerfully set in a way that gives our congregation the best opportunity to begin construction in the spring. We are grateful for the growth of Hope Ames and understand the immediate need for a permanent home. We are operating with sound financial planning and budgeted projections but, ultimately, we trust God, not our own plans. He's always made a way to accomplish the vision he's given us, and he won't stop now!

What if an even bigger miracle happens and God exceeds all of these goals?

Anything over \$3.25 million allows us to take out a smaller loan for construction costs.

If we give \$2 million, why do we plan to build a one-story building instead of waiting to build two-stories? Doesn't that make it harder to expand in the future?

True, if we build a one-story building, we won't be able to add a basement underneath in the future. We prayerfully considered whether it would be better to wait to build, but ultimately felt that it would be more detrimental to our mission and the congregation's growth to wait than to build the single-story option. We hope to be able to have a basement to ensure room to grow for children and youth ministries, adult discipleship, and more. However, if we do build a single-story building, we will still be able to build additions in the future.

Will we sell The Link? Where does the money from that sale go?

Yes, we will sell The Link. The money from the sale will go toward the land and construction costs.

Do all of the opportunities to give to Hope Ames through various assets apply to the campaign fund?

Yes! For more information, refer to the Asset Contribution Policy at the end of this booklet.

Can I designate my contribution to a specific project within the campaign?

Targeted donations to specific projects are not available for a few reasons. First, the cost of various projects will certainly go up or down from our time of projection to the actual work being done. We don't want to "over-promise" on certain projects and "under-deliver." Secondly, certain bids or costs may cause us to move more quickly in a certain area or later on another depending on cost. Finally, we will seek to honor every gift by carefully budgeting and utilizing all funds with the input and accountability of our senior leadership and church council.

What about our regular offerings? Do we stop giving those so we can give to the campaign fund?

Only if God directs you to do that. But, the ongoing ministries of this church need to be funded in order to continue to thrive, so please prayerfully consider your giving to the general fund of the church in addition to and

separate from the new campaign fund. We don't want to sacrifice one fund for the sake of another. For some of you, your first step of faith will be starting a monthly tithe to the general fund, which supports our facility, staff, and ministry. For others, God has put you in a financial place to be able to give above and beyond your regular tithe, and make a gift to the campaign.

How do I make my offering?

We're asking you to pray about giving in one or two ways – a one-time up-front offering and/or a three-year financial commitment to be given in weekly or monthly payments. Then, add those two offerings together on the Commitment Card you'll receive in your folder and bring to worship any weekend. Gifts may also be made online at hopeames.org/buildinghope, or dropped off at the church office any time. If you would like to mail your gift, please address to the following:

*Lutheran Church of Hope
Attn: Building Hope for Tomorrow – Ames
925 Jordan Creek Pkwy
West Des Moines, IA 50266*

If you have questions about online giving, or other forms of gifts, please email info@hopeames.org or call **515-706-7550**.

Could any of the money I give to the campaign ever be used for the church's General Fund expenses?

No. The church has a policy on this issue. Every penny you give to Building Hope for Tomorrow – Ames, will go to the fund you have designated.

Why are children and students being asked to participate in this offering?

Children are not just the future of the church, they are a big part of the church right now. We want them to participate so they can experience the joy of cheerful giving! Not to mention they'll learn biblical, life-long lessons about generosity during HopeKids on weekends, and hopefully your discussions at home. That's why we'll be collecting money during HopeKids and student ministry and they'll be invited to participate in the processional offering with the entire congregation on Commitment Weekend. Just like the grown-ups, this is a guilt-free, pressure-free opportunity to grow.

What if I don't have any money to give? Should I give my last dollar to the church in order to prove my faith?

Absolutely not. The church has a responsibility not to take your last coins (Luke 21:1-4 is one of the most misinterpreted texts in the Bible, and we'll do some teaching on that during this campaign). There are plenty of ways to give to the church with the other resources God has given you. The manner in which you give is more important than the amount. No one will pressure you to give more than you are spiritually prepared to give. No one will be counting your offering at the altar. Your offering is a holy thing and an act of worship between you and God, whether it is your treasure, your time or your talent you are giving to God's church.

I thought the Bible commanded "tithing?" Should I base my giving on that?

Tithing – setting aside the first 10 percent of our income for God – is a biblical guideline for giving, introduced in the Old Testament (Leviticus 27:30), and lifted up by Jesus as something good to do (Luke 11:42). Yet, in that same verse, Jesus insists that tithing as a religious action apart from love and justice is incomplete. Jesus wants us to give more than our tithes – he wants our hearts, and reminds us that our hearts and treasures hang out together (Matthew 6:20-21). He wants to set us free from living for things that won't last, and invest in eternal things. Biblically speaking, then, tithing is not a litmus test for righteous living, nor is it necessarily a maximum offering for believers (Luke 12:48, Luke 19:8). It is a biblical guideline that many Christians apply as we seek to live out a life filled with freedom, peace and joy – even when it comes to money. In this way, we ask that you give to the campaign as God leads you, in addition to your regular tithe.

OK, so what's the bottom-line. How much should I give?

Sorry, but we won't tell you what to give; we don't know the answer. Only God does. We won't even suggest an amount. And we hope you don't decide what to give based on some reasonable calculation, factoring in what you gave last time plus or minus an income change. Nor some other formula for coming up with a number that has nothing to do with what God wants; we want you to discover the joy and freedom of giving God's way ... and that won't happen if you let a human being tell you what to give.

So how am I supposed to know what to give?

It's not complicated. It's a matter of faith... it's God's revelation, not human reason!

STEP #1: PRAY.

Ask God this simple question: *God, What do you want to do through me to accomplish your will at Hope Ames?*

STEP #2: LISTEN TO GOD.

Keep asking until you "hear" God's answer. If you don't get anything – in other words, if you don't get a pretty strong indication in your heart, soul, or mind as you pray each day throughout this campaign – then quiet your life until you can. Be still. Listen. God will write a number on your heart, soul, or mind (Psalm 46:10).

STEP #3: TAKE A LEAP OF FAITH.

Trust God enough to do whatever he calls you to do, believing that he will provide the means to make it happen (2 Corinthians 9:6-11). Now you're giving as a matter of faith – and thus, experiencing the joy and freedom of Bible-based giving without anyone telling you, other than God, what to give! Enjoy the feeling!

ASSET CONTRIBUTION POLICY

Gifts of Appreciated Assets/Stock

One of the most tax-advantageous methods of giving is a **gift of appreciated assets**, typically liquid assets such as **stock, mutual fund shares or bonds**. (You also may give appreciated real estate property. See *Gifts of Personal Property/Real Estate*.)

Appreciated assets are assets that have increased in value since you acquired them. Typically, if you sell appreciated assets, you must pay tax on the amount of the increased value – either at your normal tax rate or at a capital gains rate. However, if you contribute appreciated assets (without converting them to cash first), you can generally deduct the full market value of the assets contributed on the date of your contribution without paying any tax on the amount the asset has gone up in value since you acquired it, provided you have owned the asset for more than one year.

How to contribute appreciated assets

If you wish to contribute appreciated assets, do not sell them yourself or you will be taxed on the gain. Instead, you should:

- Contact your tax advisor to discuss your gift.
- Email Chris Gunnare (chris.gunnare@hopewdm.org) or Carol Jensen (carol.jensen@hopewdm.org), or call 515-222-1520 and ask to speak to them to confirm that you intend to make a contribution of appreciated assets and to assist in the gift transfer.

Required Minimum Distributions From IRAs

Required Minimum Distributions (RMDs) from IRAs are generally taxable as ordinary income. However, if the RMD is used to make a gift to Hope's campaign, it may be excluded from taxable income for the tax year in which the gift is given. Consult your tax advisor for more information.

Gifts of Personal Property/Real Estate

If you would like to give personal property such as fine jewelry, cars, coin collections, etc., or real estate, please keep in mind the following:

- The church cannot accept an asset with any debt attached to it, or which has any contingent liabilities (such as real estate which could be contaminated or have a title defect).
- The church cannot give you an appraisal. We can only acknowledge you gave it.
- It is better to give an appreciating asset to the church instead of selling it yourself and giving the money. By doing this, you avoid capital gains tax.
- It is better to sell a depreciating asset yourself and give the cash to the church. For assistance in this area, call Chris Gunnare at 515-222-1520.
- Any gift greater than \$5,000 (except marketable securities) will require a qualified appraisal.
- The contribution of an auto, boat or real estate is limited to the gross sales price of the item received by the church.

Please call first before bringing your asset to the church office, or if you plan to bring any large item on the day of the offering!

Planned or Deferred Gifts

Hope has established a foundation that is dedicated to furthering the mission of Lutheran Church of Hope long into the future.

The Hope Foundation provides donors the opportunity to use planned or deferred gifts (wills, trusts, gift annuities, life insurance, etc.) to endow funds supporting Hope ministries and missions. However, for purposes of this giving campaign, deferred gifts will not be applied to the campaign totals. Email Chris Gunnare (chris.gunnare@hopewdm.org) or Carol Jensen (carol.jensen@hopewdm.org), or call 515-222-1520 for more information.

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