

## SETTING THE STAGE FOR GIVING

### PROJECT PROFILE

**Project:** Capital Campaign for Trinity Episcopal Church

**Location:** Columbus, Ohio

**Campaign Goal:** 1 million

**Campaign Result:** 1.2 million

#### History:

Trinity Episcopal Church was established in Columbus, Ohio in 1817, and the present Gothic Revival building was constructed on Capital Square in 1869. From its downtown location, Trinity ministers to a diverse and widespread population. Its parishioners come from neighborhoods all over the city for Sunday services, but the church is also visited throughout the week by those who live and work downtown and by out-of-town visitors. The outreach programs Trinity sponsors provide aid and comfort for single working-mothers, the poor and disadvantaged in the downtown Columbus area and beyond. Trinity truly is “a house of prayer for all people.”

#### Criteria For Success:

- Trinity had not conducted a Capital Campaign in over 13 years and the building was in dire need of renovation and repair
- Church membership - once over 600 families - had dropped in number to only 180 families. Many of these families were located elsewhere in the city, far from the church and the downtown community.
- Trinity members represented a very broad economic spectrum, with some having very little additional income to contribute to the Church's campaign.
- No single individual was in charge of guiding development or planning for fundraising, and the Trinity Church did not have the budget to hire a staff member for this purpose.

#### Solutions:

- THE HODGE GROUP (THG) began the project by conducting a feasibility study, which revealed that Trinity had tremendous support, not only from its own congregation, but also from the downtown community at large. This information helped THG position the campaign (intended to address the needs within the church's four walls such as repairs, renovations, and handicap accessibility) as beneficial to both parishioners and the greater Columbus community
- Trinity's well established reputation for community outreach and charitable programs dedicated to serving the homeless and poor in downtown Columbus proved to be another aspect that THG could use to enlist support of local foundations and philanthropists - groups and individuals that, although not necessarily linked to the church, could still support the “good works” that occurred there.
- During the Feasibility process a potential major donor was discovered. Although she no longer lived in the community, she had a history with the parish and still had ties in the community. The research provided by THG helped to win the support of this individual who pledged a very generous six-figured gift.
- Finally, THG helped fill that staffing void that existed in the area of development and fundraising. They assisted the church in recruiting and training an all-volunteer team and working together with THG, this team implemented and ran a highly successful campaign program.



*“The association Trinity Church had with THE HODGE GROUP was a gift and blessing for our Capital Campaign. The gift was being introduced to a team of vibrant and creative professionals who helped us achieve our fundraising goals, and the blessing was to have that teamwork with us in transforming ways taking us to new levels of congregational support and faithful stewardship. We could not have done what we have done without THE HODGE GROUP.”*

-Reverend Richard Burnett,  
Rector Trinity Episcopal  
Church-

THE HODGE GROUP



*setting the stage for giving*