

## **Assumption Greek Orthodox Church** **Louisville, Kentucky**

For more than five years the Assumption Greek Orthodox Church community had been planning to move to a new location. The congregation needed more space for worship, education and activities. Their plan was to build a new worship center and multi-purpose facility in a new location. They finally found a three-acre piece of property with an older church on it that was for sale. The answer for this small congregation of about 70 families was simple; they would buy the land, renovate the church and then build a family activities center.

In January of 2004 church leaders negotiated and signed a 90-day contract, contingent upon conducting a successful fundraising campaign. That campaign would have to generate between \$400,000 - \$500,000 to make the full vision a reality, a big task for this small congregation.

According to campaign chairman, Greg Fischer, the Assumption Church had *“no history of extraordinary stewardship. This simply was not a group of people sophisticated about fundraising. We needed help, encouragement and validation.”* That’s when Mr. Fischer called on Bill Rothwell and The Covenant Group for help.

Bill developed a campaign plan, met with leaders, and then facilitated strategy and training sessions. According to Mr. Fischer, Bill Rothwell exceeded their expectations: *“Bill was perfect for what the group needed. He built enthusiasm and made them believe they could do this. He was very helpful.”* At the time Mr. Fischer was interviewed ... just six weeks into the campaign, they had already achieved 136 percent of their goal.

The Goal: \$500,000

The Result: After six weeks the church had already raised \$680,000 with great potential for more.