



# THE NEW HORIZONS CAMPAIGN

## FACT SHEET

### JULY 2024

#### THE VISION

Relocate our National Office from the current temporary light industrial Cluny Court, Springfield, Virginia, location to an office park that will convey a more professional image either in the Northern Virginia Area or a more cost-effective national location (yet to be selected). Key requirements are ADA access (elevator) and adequate space which are both limiting factors at our current location.

#### THE PAST

The dream of a “National Home” for our Order has been a long-term pursuit and vision. In keeping with that vision, early Sojourner pioneers (Brothers LaVon Linn, Clinton Phillips, and Archibald Lyon) purchased the 11-acre parcel along the Potomac River known as Collingwood in 1976. Collingwood survived as our “National Home” until 2015 when the property was sold due to financial issues. The sale of Collingwood led to the scramble to find a suitable location for temporary office space until a more suitable location could be found. That temporary location is our current space at Cluny Court in Springfield, VA, where the lease will end in June of 2025. That brings us to an initiative to find that more suitable location and relocate there concurrent with the end of our current lease in June 2025. The initiative is entitled “NEW HORIZONS.”



## **NEW HORIZONS**

New Horizons is the title of an initiative to fund, find, and lease a new professional office consistent with the VISION detailed above. The first phase of the initiative is to implement a perpetual campaign to raise the annual funds required to continuously lease the new office facility --- the NEW HORIZONS CAMPAIGN!! It should be noted that while the Order has assets in several funds (Trust Fund, SEM Fund, etc.) totaling more than \$6M, all of these funds are restricted and cannot be used for operations. National Sojourners operational funds are raised annually from several sources (HQ MIP DIVIDEND, ANNUAL CONVENTION SOUVENIR BOOK, SEM FUND INTEREST, SALES INCOME, and a few others) in an amount that usually just covers annual operations costs. Bottom line, if we are to lease at a more professional location we will need to raise more funds ( approximately \$75K) annually for operations with a longer-term goal of building a corpus fund to permit using annual interest to bridge the gap Hence the campaign has been designed to achieve that goal by employing three giving categories enumerated below. The second phase of the New Horizons initiative will be to find and lease a new facility given a successful funding campaign.

## **GIVING CATEGORIES**

Four giving categories are offered under the New Horizons Campaign as detailed below. None of the giving categories are tax-deductible if used for operations. It is noted that the higher IRS standard deduction of recent tax years eliminates the benefit of itemizing donations for most Sojourners.

- **PENTA CLUB**

The PENTA CLUB is a five-year giving program of an amount equal to the sum of the last two digits of the calendar year. It may be in the form of a one-time total gift or a first-year gift and a pledge of the balance payable over the next four years. For example, joining the PENTA CLUB in 2024



would require a one-time gift of  $24+25+26+27+28 = \$130$  OR a first-year gift of \$24 and a pledge of \$106 payable over the next four years.

- **SUSTAINER**

The SUSTAINER gift requires an annual gift of \$360 payable as a lump sum or \$30 a month for 12 months by automatic credit card deduction. SUSTAINERS may also become members of the PENTA CLUB if desired.

- **PLANK OWNER**

The PLANK OWNER gift requires an annual gift of \$600 payable as a lump sum or \$50 a month for 12 months by automatic credit card deduction. PLANK OWNERS may also become members of the PENTA CLUB if desired.

- **ONE-TIME GENERAL GIFT (ANY AMOUNT)**

This category allows a donor to make a one-time gift in any amount at any time. Recognition will be provided as follows:

AMOUNT (\$)	RECOGNITION
≥ PENTA CLUB AMOUNT BUT < \$360	SAME AS FOR PENTA CLUB
≥\$360 BUT < \$600	SAME AS SUSTAINER
≥\$600	SAME AS PLANK OWNER

## THE MATH

The table below illustrates the anticipated annual results from the giving categories. All funds will be maintained in the BUILDING OPERATIONS FUND



known as RELO II and used exclusively for that purpose. Excess funds raised year-over-year will be invested but remain in the fund.

CAMPAIGN CATEGORY	TGT MEMBERS	FACTORED RESPONSE (%)	ANNUAL GIVING (\$)	TOTAL (\$)
PLANK OWNER	125	35	600	22,500
SUSTAINER	200	50	360	36,000
PENTA CLUB	2555*	60	26**	39,858
Σ				\$97,858

\*35% of 7,300 living members

\*\*Average of Penta Club Lump Sum Donation(\$130) over 5 years

## SOJOURNERS ... IT'S ALL ABOUT YOU

**“YOU”** --- and all individual Sojourners --- are the key to this campaign, the ability to realize the VISION noted above, and, in turn, preserve the future of our beloved Order. Your generous gift will enhance our ability to carry out our PURPOSE guided by our “NORTH STAR” or mantra --- *PROUDLY SERVING THE CAUSE OF PATRIOTISM!* Accordingly, **YOU** are asked to consider and make a commitment to supporting our Order through one of the giving levels of the New Horizons Campaign. The power of one multiplied by our approximate 7,300 members makes this possible...

## POSSIBILITY THINKING:

The way forward is based on all of us underwriting a small piece of the goal. YOU and the strength of our membership numbers puts success well within our reach. If approximately 51% of our membership joins the PENTA CLUB with an annual 5-



year small gift (\$130 for the first 5-year period or 2024 – 2028), we would easily raise more than \$480K over the five years and exceed our annual goal of \$75,000!!! Each of us took an obligation (i.e., a duty or commitment) to do all in our power to advance and promote the interests of National Sojourners. Can we count on you?

## **DONOR RECOGNITION**

All donors will be recognized in the New Horizons Campaign section of the SOJOURNERS ONLY Section of the website on a page listing the donor name and year for each donation category. Additional recognition will be as outlined below by category.

- **PENTA CLUB**

PENTA CLUB donors will receive the distinctive lapel pin shown below from their Chapter Secretary. The number in the PENTAGON symbol indicates the number of years a gift was made.





- **SUSTAINER**

SUSTAINER level donors will be mailed the distinctive lapel pin shown below. The number in the star symbol indicates the number of years a gift was made. In addition, they will receive a bar denoting "SUSTAINER" to wear on their National Sojourners Donor Medal (shown at the right below). Recall that the Donor Medal was commissioned and improved during the National Sojourners Centennial and if earned may be purchased from the National Resale Facility. When their annual donation is paid in full they will also receive a device to add to the National Sojourners Donor Medal to show the number of years they have donated at the SUSTAINER level. If not yet entitled to wear the National Sojourners Donor Medal, the Donor may purchase one after reaching a cumulative total of \$1000 in donations. Finally, the names of all SUSTAINERS will be added to a plaque to be displayed in the National Office and later in the foyer of our new National Office.





- **PLANK OWNER**

PLANK OWNER level donors will be mailed the distinctive lapel pin shown below. The number in the star symbol indicates the number of years a gift was made. In addition, they will receive a bar denoting “PLANK OWNER” to wear on their National Sojourners Donor Medal (shown at the right below). When their annual donation is paid in full they will also receive a device to add to the National Sojourners Donor Medal to show the number of years they have donated at the PLANK OWNER level. If not yet entitled to wear the National Sojourners Donor Medal, the Donor may purchase one after reaching a cumulative total of \$1000 in donations. Finally, the names of all PLANK OWNERS will be added to a plaque to be displayed in the National Office and later in the foyer of our new National Office.



- **CHAPTER CAMPAIGN CHALLENGE:**

At the 105th ANC (JUNE 2025), a drawing will be held to select three chapter campaign challenge winners as detailed below. Any chapter may establish eligibility for the drawing if their combined member donations total \$3,250 or more before 1 June 2025. Note that every member will be



required to record the number of the chapter to be credited at the time their donation is made.

- FIRST PLACE – A National Resale Facility credit of \$500
- SECOND PLACE – A National Resale Facility credit of \$300
- THIRD PLACE – A National Resale Facility credit of \$200

## Q&A

### 1. **HOW WILL THE CAMPAIGN BE CONDUCTED/ADMINISTERED?**

- The campaign will be entirely conducted/administered using a high-end professional online Donation Management Tool called "GIVEBUTTER." GIVEBUTTER has a solid reputation and has assisted over 20,000 non-profit users which have raised over \$1B in donations. The tool will permit the promotion of the campaign to all members, online donations in all giving categories, the use of a variety of payment types (credit cards, PayPal, Apple Pay, Google Pay, and Microsoft Pay), the issuance of thank you notes and follow-up reminder emails, tracking of donations, preparation of reports, etc. As an example, a member wishing to join the PENTA CLUB would create an account, make their donation (5-year lump sum or first payment and 4-year pledge), and then receive a thank you/acknowledgment email which he would take to his Chapter secretary to receive his recognition lapel donor pin. Thereafter, the donor would annually receive a reminder for each of the subsequent 4 years. Note that the Scottish Rite Southern Jurisdiction uses a similar high-end Donation Management Tool to administer its online member-giving programs.





## **2. WHAT PERCENTAGE OF MY DONATION WILL GO TO CAMPAIGN ADMINISTRATION?**

The goal is to maximize the use of every donated dollar for new office relocation and operations. Initially, by using all volunteers, it is estimated that based on the anticipated annual giving results (see “THE MATH” above) that annual administration overhead will be approximately 3.9% or about 4 cents of every dollar donated. As the campaign gets into full swing, it may be necessary to hire a part-time (8 hours per week) temp to serve as the GIVEBUTTER administrator. The temp cost will raise the campaign overhead to about 16%. Note, however, that the percentage will be reduced by a more successful campaign since temp costs are fixed. Further, the fees covering the use of the Donation Management Tool (GIVEBUTTER) can be reduced to approaching 1% if donors elect to cover the small transaction fee when they make their online donation.

## **3. HOW LONG IS MY PLEDGE OR CAMPAIGN COMMITMENT?**

The PENTA CLUB pledge is for 4 years. The commitment for the SUSTAINER and PLANK OWNERS levels for monthly giving is 12 months after which a member must renew his donation.

## **4. WHAT HAPPENS IF WE DO NOT RAISE ALL OF THE NEEDED FUNDS?**

While the goal is to be successful, the question of what happens if we fall short of our goal? The plan is to launch the campaign following the 104<sup>th</sup> ANC in AUSTIN, TX, and assess the success of the campaign during the late spring of 2025. If and, only if, the campaign goals have been met will steps to relocate and lease a new National Office facility be taken. In that event, the funds collected will be invested and used to build an unrestricted investment fund earmarked to support a future relocation initiative.



## **NEW HORIZONS COMMITTEE**

**HONORARY CHAIR – Bro NP Carl Diamond**

**CHAIR – Bro Charlie Odorizzi**

**VICE CHAIR – Bro Harry Sanders**

**IT MANAGER [GIVEBUTTER OPERATIONS] – Bro Mike Sampsell**

**MEMBER – Bro Ed Nolte**

**MEMBER – Bro Sid Leluan**

**MEMBER – Bro Tom Gordon**