

AIM2000 1994--THE INAUGURAL MONTHS

Following is a diary of *highlights* of the work of the Capital Planning & Preservation Committee and Vestry during the inaugural year of the Adventure In Mission 2000 Plan. By design, the five-year Plan officially begins January 1, 1995, and ends December 31, 1999. The calendar year 1994 was used by the Capital Planning & Preservation Committee to secure necessary plan approvals, to educate Vestry, staff, and congregation on the five-year concept, and to get a head start on the first fund raising phase (the congregational pledge appeal).

- 1-25-94 Members of the CPPC complete the AIM2000 Master Plan and unanimously adopt the concept sketches from Quinn-Evans Architects, culminating some three years of preliminary work and four months of space planning with the Vestry and members of the congregation.
- 2-20-94 In a special Vestry session, CPPC Co-Chairs Charles Bullock and John Pearce make a 35mm slide presentation on the AIM2000 Master Plan and concept drawings.
- 2-23-94 CPPC members hold a special question and answer session for Vestry members.
- 2-27-94 In special session, the Vestry closes the Concept Phase by:
*unanimously adopting the AIM2000 Master Plan;
*electing Ben Wafle as the AIM2000 Treasurer;
*commissioning C.M. "Pete" Hearn and Cameron Thompson as Co-Chairmen of the Fund Raising Subcommittee;
*instructing the Fund Raising Subcommittee to begin Fund Raising Phase I with solicitation of "core-giver" pledges (including Vestry members); and
*instructing the CPPC to proceed with plans for an Easter-tide "Plan Unveiling Event" for the congregation and key members of the community.
- 3-3-94 Planning for the "Gala Inaugural" event begins under the direction of task coordinator Fielding Lewis; development of publicity materials (case statement, press release, bulletin/newsletter pieces, campaign brochure, letterhead, and envelopes) begins under task coordinator Pam Jewett-Bullock.
- 3-9-94 Rector, Vestry, and CPPC member pledges enable complete, early retirement of the architect's fees for the Concept Phase and a \$6,700 Vestry debt to the Rectory Fund (retirement of these debts is part of the Master Plan).
- 3-16-94 The campaign case statement booklet is completed; the booklet is distributed to the Fund Raising Subcommittees and to the Grant Subcommittee for their use in soliciting large pledges from individuals and/or foundations.
- 3-17-94 The Fund Raising Sub-Committee meets; members are assigned to solicit "core contributor pledges" from within the congregation.
- 3-18-94 Junior Warden and CPPC member Pam Jewett-Bullock conducts a special parish staff training presentation on the AIM2000 Master Plan and concept sketches.
- 3-27-94 (Palm Sunday) Sunday bulletins announce the Vestry's action on the AIM2000 Master Plan and its planning process for the inaugural event.
- 4-3-94 (Easter) Pulpit and bulletin announcements invite congregation to watch for

- special invitations to AIM2000 Gala Inaugural on April 30.
- 4-4-94 Special invitations to the April 30 AIM2000 Gala Inaugural are mailed to all congregation members and certain community leaders; response cards are included with each invitation.
- 4-10, 17, 24-94 Sunday bulletin inserts contain history of AIM2000 planning process and reminders about the April 30 Gala Inaugural.
- 4-18-94 A press release about AIM2000 and the planned Inaugural, for publication the week of 4-25-94, is sent to three local papers and one radio station.
- 4-25-94 CPPC members conduct a special training session for Vestry members, staff, and volunteers who agreed to serve as facilitators and tour guides for the Gala Inaugural.
- 4-28-94 Printing of the AIM2000 campaign brochure, letterhead, and envelopes is completed.
- 4-30-94 (The Gala Inaugural) Over 100 members of the congregation and a City Council member view a 35mm slide presentation on the AIM2000 Master Plan, participate in campus-wide tours to hear of and see how plan elements would enable the church's future mission, and are treated to an elegant, catered reception which follows in the Princess Anne Building across the street from St. George's.
- 5-8-94 Sunday bulletin announces a successful AIM2000 Gala Inaugural and plans for in-person visits to congregation members beginning in June and July; Vestry members hold question and answer sessions following both services.
- 5-10, 16-94 The Fund Raising Subcommittee meets to plan caller training sessions in preparation for the beginning of Fund Raising Phase I --the congregational pledge appeal; conduct of the training is assigned to Pam Jewett-Bullock and Ed Watson (Director of Fredericksburg Area Museum).
- 5-30-94 Postcards, announcing upcoming contact by AIM2000 volunteers, are mailed to each member of the congregation; extra campaign brochures are placed in the tract rack.
- 5-31 & 6-1-94 Some sixty volunteers, including Vestry and staff, attend AIM2000 home visitor training sessions; about fifty receive call assignments and AIM2000 campaign information packets (with brochures, "quick facts", concept sketches, and pledge sheets) for use during the in-home visits.
- 6-3-94 Fund Raising Phase I (congregational appeal) begins as trained callers begin to make in-home visits.
- 8-1-94 CPPC meets to hear reports from National Register Subcommittee, Fund Raising Subcommittee, and Archives Sub-Committee; the group tentatively defines five-year strategy for Fund Raising Phase II (special events), and hears a report from heritage cookbook task coordinator Sylvia Hopkins. While the cookbook is not planned for release until fall of 1995, a "tickler event" is to be held in October/November, 1994--reprints of the original St. George's cookbook, with "Heirloom Edition" stamped on them, will be sold before and during the fall bazaar.

- 9-1-94 Custom-designed AIM2000 pins are ordered as a promotional tool.
- 9-30-94 The AIM2000 in-home visits are suspended during the annual stewardship campaign; AIM2000 pledges received thus far total nearly \$500,000, and plans are made to send gold AIM2000 pins to all pledgers.
- 10-10-94 CPPC meets to receive subcommittee reports and plan for presentation at 10-16-94 congregational meeting.
- 10-16-94 At a congregational meeting, CPPC Co-Chairs John Pearce and Charles Bullock discuss progress on various subcommittee tasks relative to AIM2000 and answer questions from meeting participants; a time-line of project phases is distributed.
- 11-7-94 The CPPC meets to hear subcommittee reports on grant solicitations, the National Register process, and archives work; a report on the *St. George's Heritage Cookbook* is given by task coordinator Sylvia Hopkins, who notes that weekly bulletin announcements and newsletter pieces have yielded over 350 recipes and many task volunteers.
- 12-11-94 (Parish Annual Meeting) CPPC Co-Chairs John Pearce and Charles Bullock present another AIM2000 update, including early fund raising results and plans to resume Fund Raising Phase I (the congregational pledge appeal) early in 1995. Copies of the Master Plan time-line are again made available.