



THE IMPORTANCE OF LEAD GIFTS

We've all been gifted in different ways. While many of us can give sacrificially out of our monthly income at modest amounts, others can give larger gifts of assets. These gifts, called "lead gifts", are the foundation for any successful fund-raising effort. In a typical campaign, these larger gifts often make up 50 percent or more of the total.

For us to reach our goal of \$1.5 million, it will take equal sacrifice, not equal gifts. But if we all contribute in proportion to how God has blessed us, we can reach our goal. Your lead gift can make a huge difference in how successful this campaign and our ministry will be in the future. Above is an illustration of the kind and number of sacrificial gifts it will take to reach our goal.