



CALLED TO BE

MINISTRY EXPANSION CAMPAIGN

Frequently Asked Questions (FAQ's)

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1. Project Overview & Impact

Q: How much will our project cost?

A: The Called To Be Ministry Expansion Campaign project is anticipated to cost \$7.5 million with potential adjustments throughout the commitment phase. This investment will support the expansion and improvement of Immanuel Lutheran Church, School, and Child Care facilities as part of our mission to grow faith and learning for generations to come.

Q: How much will this allow us to grow?

A: The Called To Be project will allow Immanuel Lutheran to grow by expanding both its physical space and its capacity for ministry. At the heart of the project is a brand-new, two-story education wing with 15 rooms (replacing the smaller current wing):

- Four classrooms are replacing the 2nd grade and 3rd grade rooms that will be torn down to build the new education wing
- Seven classrooms will be relocated into the new building. Including 4th grade, 5th grade, special education, motor room, 3K, and 4K.
- One special education classroom with two breakout spaces, and a motor room
- Three additional rooms for art, music, and a flex room

Overall, the Called To Be Ministry Expansion Campaign isn't just about expanding facilities—it's about expanding impact for the Kingdom of God. With larger, more functional, and versatile spaces, Immanuel will be better equipped to strengthen community connections, welcome new families, and live out our mission to equip the saints, reach the lost, and praise the Lord.

Q: What is the impact of not doing this?

A: If the Called To Be project is not pursued, Immanuel Lutheran Church, School, and Child Care will face several challenges that could limit its mission and growth. The new education wing will provide the space needed to offer the personalized, transformational Christian



education that families are seeking, ensuring our students can thrive in an environment designed for growth.

Additionally, without expanded and dedicated spaces for Bible study, worship, and ministry programs, opportunities for discipleship and spiritual formation may be restricted. Ministry activities during the school day such as funerals, luncheons, and small groups will remain limited due to lack of accessible and flexible space, potentially slowing the momentum of outreach, fellowship, and community engagement.

The absence of a new cafeteria and other functional spaces could also limit the church's ability to host events, offer essential programs, and provide for daily student needs such as lunch and motor development activities.

Moving forward with the ministry expansion positions Immanuel to serve the current students properly, expand its outreach to the broader community, and carry out its mission with even greater impact. It opens the door to new opportunities to reach more families, disciple more individuals, and strengthen our role as an eternal beacon of faith and hope—especially in a time when these ministries are needed more than ever.

Q: I don't have kids in the school. Why should I be excited about this project since it doesn't impact me?

A: That's a great and important question—and one that gets to the heart of what Called To Be is truly about. While it's true that this project includes major improvements to the school, its impact reaches far beyond the classrooms. This is not just a school expansion; it's a church-wide, ministry-wide investment in the future of Immanuel and the lives we touch together.

Whether or not you have children in the school, this project is about building up the body of Christ—making space for deeper discipleship, stronger community, and broader outreach. The new education wing will free up existing areas, opening more room for adult Bible studies, small groups, youth groups, prayer gatherings, and ministry activities that bless everyone in the congregation. The new cafeteria and multi-use spaces will support church events, community outreach, and fellowship opportunities that help strengthen relationships and grow our faith family.

Most importantly, this project is about our eternal impact. It's about equipping the next generation of believers, strengthening families, and creating a place where people of all ages can learn, serve, and grow in Christ. Even if you won't use a classroom, your support helps create the kind of thriving, Christ-centered community that blesses all of us—and that will



continue to bear fruit for generations to come through Immanuel Church, School, and Child Care.

Being excited about this project means being excited about what God is doing through Immanuel. It's about recognizing that we are all Called to Be part of His mission, each with a role to play doing God's work with all of God's people. Whether as encouragers, givers, leaders, or prayer warriors, this campaign is about all of us—together—living out the calling God has placed on our lives.

Q: Why is now a good time, versus later?

A: Now is a good time for the Called To Be Ministry Expansion Campaign because God has clearly positioned Immanuel at a moment of growth, momentum, and opportunity. Our recent survey showed that 98% of families have stated that Immanuel is a great mission and over 84% are behind moving forward with the project at this time. Our church, school, and child care ministries are thriving—community needs are rising, and people are seeking the kind of Christ-centered environment Immanuel provides. Delaying the project would mean limiting ministry opportunities and postponing the impact we could be having right now.

We also face practical considerations. The longer we wait, the more likely it is that construction and material costs will rise, increasing the overall expense of the project. Addressing key infrastructure needs now—like security enhancements and space limitations—also helps us avoid larger, more disruptive issues in the future. Taking action today allows us to move forward from a place of strength and vision, rather than reacting out of urgency later.

Spiritually, we believe God is calling us now to step out in faith. He has blessed Immanuel with a rich legacy and a committed community. This is our moment to build on that foundation, to meet the needs of the next generation, and to live boldly into the mission we've been given. We are Called to Be faithful stewards—and there's no better time than now to answer that call.

2. Campaign Timeline & Construction Plans

Q: How long is the campaign?

A: Beginning in the fall of 2025, the Called To Be Ministry Expansion Campaign will enter its active pledge phase, which will span a period of three years. Immanuel leadership will make their pledges, we will announce this to the congregation and invite everyone to join in on this



mission, we will then share a total from leadership (October 5th) and congregational commitments (October 12th), and then vote to formally allow construction to begin (November 2nd). This extended timeline allows for thoughtful planning, consistency in giving, and greater participation across our Immanuel community as we work together to bring this vision to life.

Q: When will the construction start?

A: Ultimately this will depend on the commitment phase and congregational vote. The overall process is to share the plan, gather commitments, vote as a congregation to move forward, and then build. Currently the plan calls for construction to begin in the winter of the 2025/2026 school year and be completed by winter 2026/2027.

Q: What will be the impact of construction on daily operations?

A: The goal is to minimize the impact on daily school operations as much as possible. Construction of the education wing is expected to require relocating four classrooms for a total of six months—three in the spring and summer of 2026, and three in the fall of the 2026–2027 school year. Most of the disruption will occur during the summer months and will primarily affect the back lot, helping keep the school day running smoothly.

Q: Will there be any renovations to the church area?

A: Not at this time.

Q: Is there a need to purchase furnishings?

A: Not at this time. Immanuel currently has enough desks and other furnishings to outfit the added room.

Q: Will there be additional parking?



A: Not at this time, although renovation of the current parking lot is in the plan. The city of Brookfield requires 50% greenspace for our campus. With this proposed build we will be right at that limit, which does not allow for extra parking. In the future, it is possible that we could acquire land to make this a possibility.

3. Design, Enrollment & Daily Operations

Q: How will the new buildings appear, aesthetically, on our campus?

A: The new building will be thoughtfully designed to blend seamlessly with the existing architecture, maintaining the cohesive look and character of our current campus. Inside, it will feature modern, durable finishes that support long-term functionality, comfort, and a welcoming environment for learning and ministry.

Q: How many students does Immanuel serve?

A: Immanuel currently serves 420 students in K3 through 8th grade and another 60 students in the child care. Immanuel has the capacity to grow enrollment to 450 students in school and 72 students in child care.

Q: How are we planning for the added utility cost?

A: The added cost for utilities and cleaning will be covered in the annual budget. Immanuel currently has been using budget planning by adding in debt reduction, capital improvement projects, and preparing for an annual surplus.

4. Fundraising Goals & Financial Strategy

Q: What is the campaign fundraising goal?

A: The campaign fundraising goal is \$3.25 million dollars with a stretch goal of \$4 million and a base goal of \$2.5 million. This dollar amount was projected on the 314 regular giving units that Immanuel currently has with a three-year pledge of \$13,000 for 80% of those giving units.



Q: What will we do if we don't raise enough money?

A: The recent feasibility study showed strong support for Immanuel's future—84% of respondents are behind this plan. If 80% of our regular givers are able to contribute \$13,000, we would exceed our \$3.25 million goal. By October 2025, after leadership and congregation-wide commitments are made, we'll have a much clearer understanding of our next steps. This will allow us to confidently move forward with either the full plan or begin with the most essential elements, while continuing to prepare for future growth as resources allow.

Q: What will our loan/mortgage be?

A: Immanuel remains committed to financial stability and a long-term goal of living debt-free. We recently were able to pay off \$1.7 million in 3 years. We plan to take out no more than \$4 million through a long-term mortgage, with the intention of paying it off within 10 years or less. This would be structured as a bridge loan through LCEF, with no interest and no payments required until the capital campaign is complete.

Q: How will this impact school tuition?

A: The ministry expansion campaign will have no impact on school tuition costs.

Q: What if school vouchers go away?

A: Immanuel remains committed to keeping tuition as affordable as possible for all families. If vouchers were to be eliminated, it would certainly impact our financial model and potentially shift how we use our facilities. However, with nearly 50% of students in Milwaukee currently attending choice or charter schools, it's unlikely that Milwaukee Public Schools could immediately accommodate such a large number of students. We believe that schools like Immanuel will continue to play an essential role in serving families, and we are preparing to adapt wisely and faithfully if changes occur.



Q: What if we decide not to build the new cafeteria right now?

A: Without the new cafeteria, we would need to explore temporary solutions—such as renting trailers for six months or more—which would come at a significant cost. We'd also have to consider transportation logistics and how that might impact the school day. Building the cafeteria now is the most cost-effective and sustainable option for meeting our students' needs and avoiding short-term fixes that offer no long-term value.

Q: Will there continue to be fundraisers during the school year?

A: Yes, we plan to continue our annual fundraisers—such as the Race for Education, Year-End Appeal, Benefit Auction, Golf Classic, and more. These events will either complement the campaign fundraising efforts or provide essential support for our ongoing annual operations.

5. Giving & Participation

Q: What does sacrificial giving mean?

A: Sacrificial giving emphasizes that God does not call us to be comfortable, but to be wholly dependent on Him. Together, we are inviting the Immanuel family to boldly trust that God will provide as we faithfully lean on Him. While everyone's gifts will be different, the goal is that everyone sacrifices for this ministry expansion campaign. Each person can look at where they might be comfortable giving on our campaign goals (page # of campaign booklet). Sacrificial giving isn't done by guilt or compulsion, rather through the direction of the Holy Spirit. Please pray about if the Holy Spirit is calling you to give at one, two, or even three levels above where you are comfortable. Sacrificial giving is built out of gratitude and faith in Jesus, and will look different in every Immanuel family.

Q: Will my campaign gift be public?

A: No. Every gift will be handled internally and with faithful confidentiality. We will share gift totals for the Immanuel community, but will not make your gift public. What matters most is your heart for the mission and your willingness to be a part of what God is doing at Immanuel through this campaign.



Q: What happens if I can't fulfill my pledge due to unforeseen circumstances?

A: If you experience unforeseen circumstances that affect your ability to fulfill your pledge, please know that Immanuel is here to support you. We understand that life can change, and we're committed to working with you to adjust the timing or structure of your giving in a way that works for your situation. Whether that means extending the timeline of your pledge, shifting to a different payment method, or temporarily pausing your contributions, we can make arrangements that allow you to continue participating at a pace that's manageable. If your circumstances change, please contact Immanuel.

Q: When giving, how do I designate my gift?

A: There will be specific envelopes for the capital campaign to place cash or checks in; however, there will also be an online link where you can make a gift to the campaign. Any time you give a gift, whether it be to the campaign or general giving, please mark down what the gift is for so we can ensure we are using your dollars the way you wish.

Q: Can I give online?

A: Absolutely! You can give a one-time gift or make a pledge payment electronically. All pledges will have reminders mailed or emailed that will include an envelope and/or a link to pay the pledge installment.

Q: How can I participate in extra giving if I'm on a fixed income?

A: It's a great question—and an important one. The truth is, in some sense, we're all working within a fixed amount of resources. What matters most is the heart behind the gift, not the size. Sacrificial giving looks different for everyone. For some, it may mean giving up a small luxury each month; for others, it may mean finding creative ways to give over time. Every gift matters. Prayerfully consider what you can commit, knowing that God multiplies even the smallest acts of generosity when they come from a faithful heart.



Q: What are some other ways we can give financial support?

A: In addition to a one-time or multi-year pledge, there are several creative ways to support the campaign financially:

- **Gifts of Stock or Securities:** Donating appreciated assets may provide tax advantages.
- **Required Minimum Distributions (RMDs):** If you're of retirement age, you can direct your RMD from an IRA to Immanuel as a tax-free charitable gift.
- **Employer Matching Gifts:** Check if your employer offers a matching gift program to double your impact.
- **Legacy or Planned Giving:** Including Immanuel in your will or estate plan can make a lasting difference.
- **In-Kind Gifts or Services:** Donating materials, labor, or professional expertise may help offset project costs.
- **Fundraising Events and Sponsorships:** Participating in or supporting existing fundraising efforts also contributes to the campaign's success.

Every gift, no matter the size or form, plays a meaningful role in building Immanuel's future. We encourage you to speak with a campaign representative or financial advisor to explore what's right for you.

