



to be raising funds. You read that correctly! That's because in tough times, people actually give more.

John:

"I agree wholeheartedly! All last year I listened to fellow fundraisers whine and moan about the horrible recession and how the money had dried up. I told them to get out of their office, contact all their donors personally, turn over new rocks, and basically get off their keisters and do some work.

"So it turns out we had the best year-end appeal ever. We had more major gifts than in '07 and '08, and our planned gifts were up. And we have a lot of momentum going forward into this year. Bring it on!"

"I tell my clients that it truly is a great time to be raising funds. Especially because of the economy, it is where you and the donor meet at an intersection- and passion and commitment come alive."

Jerold: I'm with John. **Bring it on!**

**Don't be timid during this recession! Challenge those around you to trust God for the resources to move forward!**

### Quote of the Month

"Pray often, for prayer is a SHIELD to the soul, a SACRIFICE to God, and a SCOURGE for Satan."

John Bunyan

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### 3D Imaging: Watercolor Renderings

There is still a place for hand-drawn and colored renderings. Depending on the project type and context, they offer a "soft sell" personality that can be friendlier to the viewer. In many cases these renderings may also be less expensive to prepare. One notable drawback is their rigid posture; design changes usually require a complete redo of the rendering.

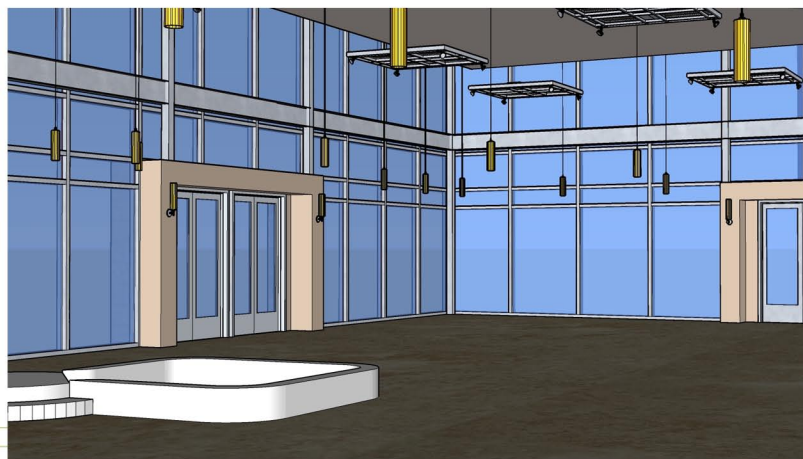


### 3D Imaging: Computer Modeling

There is a whole family of 3D computer modeling. The exterior model shown here is similar in quality to a final rendering, and can be further enhanced to be photo-realistic.



The interior model is a study image created during the design stage of a contemporary church's lobby. Computer images like these are easy to change. They are also an integral part of an animation program that allows you to "fly" through the designed spaces.



### 3D Animation

Building on the 3D imaging above, various levels of animation can be created, from basic slide-based

animations to very sophisticated models. The cost to generate these animations also varies according to their complexity and finesse.

## SUMMARY

Do not underestimate the benefit and communication power of conceptual design! This work will be "front and center" in your capital campaign graphics, will be the design approval exhibits with your local agencies, and will be associated with your church's ministries. Be willing to invest in quality graphics to communicate your design to your congregation as well as to those in your community.

### **Next Month: STRATEGIC PARTNERSHIP: Agency Entitlements**

I encourage you to contact me personally with any questions you may have.

Sincerely,

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by