

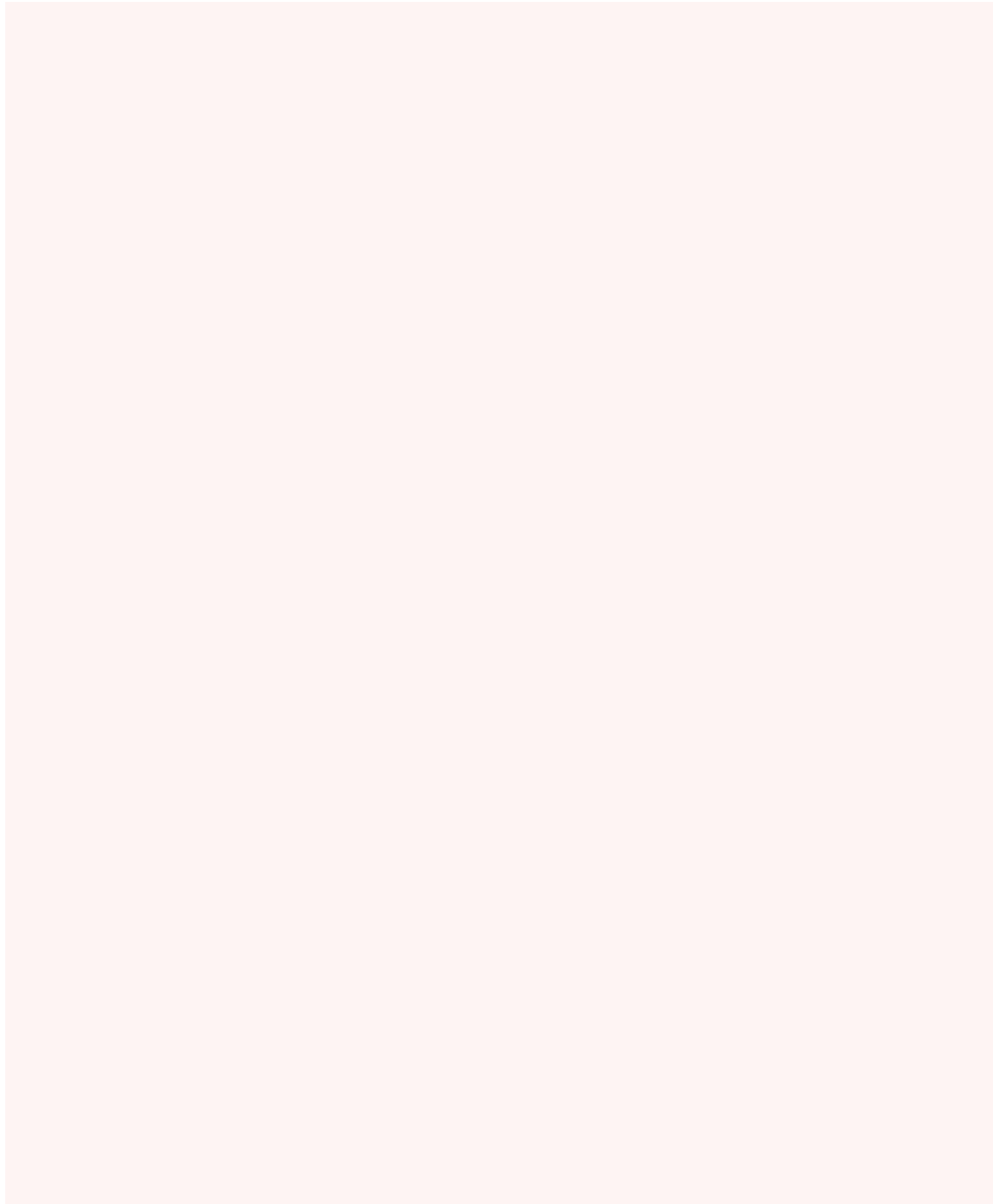
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**C A M P A I G N**

**FOR ONE FOR FAMILIES FOR BHM**



## LETTER FROM CARTER

"As followers of Jesus, we know firsthand what Jesus' love looks like because he laid down his life FOR us. I believe God's calling us to do the same for others. The FOR campaign is about coming together to give our best toward a creative, bold, God-sized dream. We think that over the next three years we can reach one person for every person who is here now. It will take all of us to reach one more person, change one more home, and impact our city.

The ask is big, the mountain we are climbing is steep. Nevertheless, our God is bigger, and he owns the mountains we climb. We are motivated to move because of his love – FOR us and FOR the ones we will reach together.

Emily and I will be praying with you about how we are going to personally invest in the FOR Campaign. I love being your pastor, I love the heart of our church family, and I truly believe that God is just getting started."



Carter McInnis, Lead Pastor





**JOHN 15:13**

**“Greater love has no one than  
this: to lay down one’s life FOR  
one’s friends.”**





# WHERE OUR JOURNEY BEGAN

Mountaintop launched in 1992 with a vision of creating a church for people who didn't attend church. It was relaxed, open, and welcoming to everyone from all walks of life, no matter their past. People didn't wear "church clothes," and you were likely to hear familiar rock n' roll chords, making Mountaintop the first church of its kind in Birmingham.

Today we stand on the shoulders of those who came before us. Jesus followers who sacrificed their time, talent, and treasure to build the Kingdom of God.

Our DNA is rich with the idea of reaching people with the love of Jesus by meeting them where they are. We didn't know the words back then, but we started as a church that did everything possible to let people know that God was FOR them, we were FOR them, and we invited them to be part of the vision to be FOR Birmingham together.

The last 30 years have been a wild ride filled with ups, downs, twists, and turns, but it's been more than just a ride. It's a journey where countless people have encountered Jesus, accepted His gift of salvation, and started following Him in their everyday lives.



**“What will we create for those who come after us?”**

# WHAT IS NEXT ON THE JOURNEY

Mountaintop Church is entering an exciting season to reach more people for Jesus than ever before. The FOR Campaign is a 3-year initiative to expand the Kingdom of God through accelerated giving toward our mission. And it's not about building a building; it's about building people through ministry done in the building.

God is on the move at Mountaintop. We are seeing people from all walks of life find community and belonging here, and we believe God's just getting started.

One of the greatest opportunities to reach our community for Christ is for families with young children. Simply, it is the largest and fastest-growing demographic in our community. Currently, more than 53% of our neighbors are under age forty, and by 2025 that number is predicted to be closer to 60%.





Because we want to be known for loving the people in our city, the FOR Campaign has three main focal points:



## FOR ONE

We believe we can reach a thousand more people, but it is all about reaching one person a thousand times because one more changed life matters to God.



## FOR FAMILIES

The faith of the next generation is worth everything. According to a recent study by Barna Research, a person's response to Jesus Christ is usually determined before turning eighteen. In fact, a majority of Americans make a lasting determination by age 12.



## FOR BIRMINGHAM

The most important thing we do for our city is invite people into a life-giving relationship with Jesus and equip them to follow Him in their every day lives.

# FOR ONE

## A Family Changed Forever

Jim grew up Catholic, but after high school he decided church was not for him. As an adult, he occasionally visited churches, but never found a place to call home.

In 2019, Jim's girlfriend, Miranda, felt there was something missing. She convinced him to give church another try. They found Mountaintop online, and when they worked up the courage to attend, their lives started to change.

"The Sunday messages resonated, like we were the only ones in the room," Jim explained.

Over the coming weeks, God continued moving. Jim and Miranda realized their lives would never be the same.

"When you're in a relationship with God, you take His word seriously. We knew God was working his way back into our lives, and we wanted to stay committed to that process."

They decided to get married, but first, Jim wanted to get baptized.

"Before I could become a husband, I had to get my priorities right. I wanted to declare myself to God first, before I declared myself to my wife."

For Jim, encountering God at Mountaintop completely changed his perspective of his role as a husband, father, employer, and friend.

"As a man who has declared myself a follower of Jesus, all my decision-making has flipped around."

Jim and Miranda tied the knot in May 2022, and soon the signature of a judge will finalize Jim's adoption of Miranda's daughter, Makenzie, making them all officially the Saia family.



**"I might be a little bit late  
to the party, but I'm in.  
I'm all in."**

- Jim Saia





## A Simple Invite Can Change A Life

When Jordan and Rece sat down next to each other in 3rd grade they had no idea they were making an eternally impactful decision.

Jordan grew up attending church every once and while, but saw his faith begin to grow when a friend brought him along to Mountaintop a few times. Jordan became a regular at Mountaintop Students, began leading worship in Mountaintop Kids, and was baptized in 2019.

But, Jordan wasn't satisfied to keep it to himself. After all, it was the simple invite of a friend that had changed his life. So, he began telling anyone who would listen about Jesus. Even Rece, who grew up Catholic but never took faith seriously, noticed a difference in his friend.

One night while they were playing video games, Rece opened up about what was going on his life. Sensing that something was missing, Jordan made the courageous decision to tell his friend about Mountaintop. When Rece accepted the invitation, he found a community where he could belong and a safe place to work out his faith.

"Mountaintop redefined who I was," Rece said, "Not only did it reignite my faith, but it introduced me to some of my closest friends... what excites me the most is more kids getting the opportunity to have the same life changing experience here at Mountaintop."

From 3rd grade buddies to partners in the mission to invite and equip people to follow Jesus. Jordan and Rece are college students now making an impact for Christ on their campuses.



**"If you are giving to Mountaintop in order for it to grow and reach more people, then I just want to say the biggest thank you."**

**- Jordan Steele**



# FOR FAMILIES



**“If you would have told me all those years ago when I walked into this church as a 16-year-old not knowing Jesus that 22 years from now I’d be serving as chairman of the elder team, I never would have believed it. It’s amazing.”**

**- Brad Hamilton**



## A Generational Impact

Larry and Brad Hamilton came to Mountaintop 22 years ago for a funeral. What they encountered was church, unlike they had seen before.

“What struck me was how the church cared for our friend’s wife,” recalls Larry. “I remember thinking who would do that for Vici if something happened to me?”

Six months later, when Brad, 16 at the time, asked his parents to begin attending church, they decided Mountaintop was a good place to start.

They immediately felt welcomed, and over time got more involved. Larry and Vici joined groups and began engaging scripture for the first time in their adult lives. Brad and his brother eventually worked up the courage to attend youth group.

In 2002, Brad gave his life to Jesus on a mission trip. Later that year, the whole family got baptized together.

Larry now had an answer for his question. He was confident his newfound church family would care for him if ever a crisis arose.

“Mountaintop has made all the difference in my life. I’m blessed to call it home, to have been married there, and to have both my children dedicated to the Lord there,” explained Brad.

Now, Brad’s kids are being raised in church. A generational legacy 22 years in the making, and Larry is convinced the story isn’t over yet.

“We’ve had children and now grandchildren. The future of the church is them, and families like them. So we need to be the ones who help pave the way for that... knowing that you may never know what comes of it,” said Larry.





**We want to make room for new children and students while resourcing our next-generation ministries for greater Kingdom impact.**





# FOR BIRMINGHAM



**“The most important thing we do FOR Birmingham is invite people into a life-giving relationship with Jesus and equip them to follow Him in their everyday lives.”**

- Carter McInnis

## Reaching Our Neighbors

Ben and Jennifer Fineburg moved to a new neighborhood and were looking for ways to reach their neighbors. Then COVID happened, they noticed people were feeling isolated and wanted to provide a proactive solution.

Ben said. “We put a post on our neighborhood Facebook page asking if anyone wanted to join us for a Bible study in the park.” And the idea resonated more than they anticipated. “We’ve met new people and made real friends. We didn’t expect the group to still be going two years later,” Jennifer explained.

“We’ve even had a few of our neighbors join the church just from this group,” Ben added. “We’ve seen real life change in our neighborhood.”

**“Being FOR Birmingham, for us, is really just about loving people.”**

-Ben Fineburg





When we accept the call from God to be on mission for our community, we have the potential to make a generational impact.



Opening our doors to local schools



Partnering with local churches

Your generosity makes it possible to serve local schools and provide monthly support to amazing local & global partners who share God's love in tangible ways by combating global poverty, assisting families in crisis, helping those stuck in addiction and rallying around the most vulnerable in our community.

Visit [MountaintopChurch.com/FORBHM](https://MountaintopChurch.com/FORBHM) to learn more about outreach initiatives.



Mobilizing people to serve our city



Reaching people through Local Partners



# THE FOR CAMPAIGN

We are embarking on a 3-year initiative to expand the Kingdom of God through accelerated giving toward our mission. We're building a building to make room so that we can build people through ministry done in all our buildings. God's mission - our mission - is always about people.

More people need to hear about the good news of Jesus, and some of our children's spaces are already at capacity. We want to continue inviting our friends and neighbors so more children can become lifelong followers of Jesus.





## THREE YEAR EXPENSES

### ANTICIPATED MINISTRY BUDGET March 2023 - February 2026 \$10,500,000

Continue providing robust week-to-week ministry initiatives in every area of the church as we invite and equip people to follow Jesus. You name it - groups, serving, worship, outreach, missions - let's keep focused on what God is doing in the lives of our neighbors right now! The FOR Campaign seeks to grow the general budget by about 5% per year to maintain and expand our excellent ministry environments. In addition, we seek to provide additional staffing in student and digital ministry as well as additional outreach to nearby communities.

### ESTIMATED CONSTRUCTION COSTS \$9,500,000

**Expanding kids ministry by 16,000 sq ft**, creating new space for nursery and pre-school ministries and a dedicated family entrance for check-in. Plus, we're remodeling our existing environments for elementary kids and Mountaintop 56.

**Creating more social gathering spaces** to help facilitate more connection and community.

**Renovating the student space** to create more areas for students to establish a relationship with Jesus through worship and grow with their peers and small group leaders in new small group spaces.

**Expanding our parking** to make access easier.

### TOTAL COST \$20,000,000

## THREE YEAR GOALS

### FOR CAMPAIGN \$17,000,000

### ADDITIONAL FUNDING \$3,000,000

From reserves, sales of a parcel of campus property, and a reasonable loan if necessary.

### TOTAL FUNDING \$20,000,000

# TOOLS FOR MAKING YOUR COMMITMENT

As we embark on this journey together, we've provided tools to help you carefully consider how God is leading you to be a part of the FOR Campaign. You'll find several companion pieces in addition to this brochure:

- ▶ Prayer Guide
- ▶ Bible Study and Devotion
- ▶ Discussion Guide
- ▶ Pledge Card



Over the next three years, we encourage you to intentionally grow as a follower of Jesus. To jump in, give generously, bring your best, lead with love and reach out to your friends and neighbors.

**“The highest goal of the FOR campaign is to expand the Kingdom of God by activating every person to own the mission, inviting and equipping people to follow Jesus for years to come.”**

**Ben Cathey, Executive Pastor**



## It will take all of us working together to reach our goal.

This God-sized vision will take all of us. Will you prayerfully consider what you might give over three years? Will you discern where God is calling you to serve as the ministry expands to reach new people? Will you seek the Lord about who He is calling you to invite? We GET to be a part of what God is doing at Mountaintop. And God's just getting started.



## HOW CAN WE REACH THE \$17M GOAL?

Which giver are you?

Givers	Yearly Pledge	One Time Quick Start Gift
1	\$200,000	\$1,000,000
2	\$150,000	\$250,000
5	\$66,667	\$75,000
10	\$41,667	\$40,000
20	\$33,333	\$20,000
20	\$25,000	\$10,000
20	\$20,000	\$5,000
50	\$11,667	\$3,000
50	\$7,000	\$2,000
100	\$4,000	\$1,000
100	\$2,000	\$700
100	\$1,100	\$500
75	\$600	\$100
47	\$240	\$50
600		

Total Three-Year Pledges \$13,548,840

Total Quick Start Gifts \$3,454,850

**What We Can Do Together! \$17,003,960**

Consider where you fit on this chart. Everyone will not give equal gifts, but we can all ask God what sacrifice looks like for our household.

### 2 Corinthians 8:12 says:

"For if the willingness is there, the gift is acceptable according to what one does not have."





# HOW CAN YOU ACCELERATE YOUR GIVING FOR 3 YEARS?

(example based on \$100,000 household income)

## YOUR GIVING

## TITHE

Percentage	1%	3%	5%	8%	10%	12%	15%
Monthly	\$83	\$250	\$417	\$667	\$833	\$1,000	\$1,250
Yearly	\$1,000	\$3,000	\$5,000	\$8,000	\$10,000	\$12,000	\$15,000
3 Year Pledge	\$3,000	\$9,000	\$15,000	\$24,000	\$30,000	\$36,000	\$45,000





### CURRENT GIVING PERCENTAGE

Your annual giving: \_\_\_\_\_  
(check your 2022 giving statement\*)



Your household income: \_\_\_\_\_



Your percentage: \_\_\_\_\_

### ACCELERATED GIVING WORKSHEET

Percentage you want to give: \_\_\_\_\_



Your household income: \_\_\_\_\_



Your yearly accelerated giving: \_\_\_\_\_



Your total FOR Campaign pledge: \_\_\_\_\_



Your monthly commitment: \_\_\_\_\_

## WHAT STEP IS GOD ASKING YOU TO TAKE IN ORDER TO ACCELERATE YOUR GIVING?

\*Contact Craig Peterson at [craig.peterson@mountaintopchurch.com](mailto:craig.peterson@mountaintopchurch.com) with questions





## Here are some ideas for finding dollars to contribute during the FOR campaign.

- Skip the coffee shop and make coffee at home a few days a week.
- Is there a streaming app you could drop?
- Pack lunch a few days a week.
- Start a babysitting co-op with friends.
- Do you have automatic subscriptions and memberships you're not using?
- Sell things that no longer bring you joy.
- Try a spending freeze.
- Don't buy any nonessential items for a week—or even a month.
- Could you do your own yard work? It's great exercise too!
- Try a Staycation this year. Get to know BHM.
- Declutter. Have a garage sale and get to know your neighbors.
- Could you delay an upgrade, for your phone, laptop, new car?
- Decide to eat out fewer times each month.
- Sell portions of appreciated stock.
- Buy used instead of new.
- Plan ahead to give your bonuses or tax returns.
- Consider selling non-sentimental, rarely worn jewelry.
- Clean your own pool.







## FOR ONE

One more changed life matters to God

## FOR FAMILIES

One more changed family can shape a generation

## FOR BIRMINGHAM

One more changed city can change the world



# FAQ

## Why?

Too many people in our community don't have a life-giving relationship with Jesus. Roughly 100,000 within a five-mile radius of our church are not actively involved in a local church. The FOR Campaign is designed to make room for them and create environments where they can connect to Jesus and the community of faith.

## Why Now?

By 2025, almost 31% of our population will have been born after 2002, and over half are already 40 years old or younger. The largest portion of our community is young families with children and teens in the home. The time is right to leverage our excellent ministry in Mountaintop Kids and Mountaintop Students to reach the Next Generation in our backyard.

## What is the problem? Why do we need to expand our square footage to reach more people when the auditorium is not full-on Sundays?

Exactly. We believe one of the reasons the auditorium is not full-on Sundays is because our kids ministry areas are not adequate for the size of our auditorium; therefore, Mountaintop Kids becomes very crowded during peak services. The kid's ministry building footprint serves as our largest barrier to growth. By moving the nursery and preschool into a new wing, creating a dedicated entrance for families, and opening the other spaces to K-6th graders, we have devised a plan to grow to 2,000 people on Sundays (double our current attendance) in two services. In addition, we will add as many parking spaces as economically feasible to provide more parking and less golf-carting. Would you and your family consider parking at the Chambers office building regularly to make room for new guests?

## What about the other improvements to the exterior and Student Center?

We want to create environments that engage newcomers and display our value of generosity and excellence. Our Student Center was not originally built for students, so they've lived in 'adapted space' for over a decade. We want to retrofit it for excellent worship space, gathering space, activity space, and adequate small group rooms. We believe our small group environments are vital to students' spiritual growth, and this new space will create a space for every age group to meet. Moreover, as our congregation grows, the atrium also becomes overcrowded. The beautiful weather in Birmingham opens possibilities for us to use outdoor space for fellowship and

gathering. As we continue hosting food trucks in warm weather, this creates an even better venue for breaking bread together. This will be the first major exterior update since our facility was built over 20 years ago.

## Were other options to overcome our ministry challenges considered as alternatives to this building project?

Moving Mountaintop 56 to one of the modular buildings has opened a little space for peak services, but it's not a long-term solution. Part of this plan will create permanent space for 5th & 6th graders and move the modulares behind the Student Center for storage, offices, and studios. We also explored adding a third floor to the atrium, but it was cost prohibitive and not as accessible as the new kids' wing with a dedicated entrance. Mountaintop has also explored options for relocating and decided that we have a wonderful facility in a great location that has yet to be maximized.

## How long will construction take, and when will it happen?

Construction will take about 11 months. We'll break ground in June 2023. The Student Center renovation should be finished by January 2024, and the new Kids' Wing should be finished by April 2024 - just in time for an Easter grand opening!

## Is there a path to finish this project debt free?

Yes. We will need one or all the following to happen:

- Accelerated giving to the FOR campaign exceeds expectations and covers all expenses.
- Expenses are kept on track in the context of inflation and cost engineering as the project unfolds.
- We allocate a large portion of our reserve funds to this project. Through your radical generosity and the good work of our Board of Directors and Finance Staff, which has included selling the Chambers office building, we've been able to set aside \$1,000,000 in reserves over the last two years in anticipation of a potential campaign or needed renovations.
- We find a buyer for 19 acres of church property that is currently for sale.

Our FOR Campaign webpage features additional questions such as; Did we get outside help? How do we intend to pay for this project? What if we don't raise enough money? Are there additional ways, besides cash, that I can give to the FOR Campaign?

[MountaintopChurch.com/FOR](https://MountaintopChurch.com/FOR)





MOUNTAINTOP  
CHURCH

