



### ***Client Case Study:***

*Unity of Phoenix  
Rev. Richard Maraj  
Phoenix, Arizona  
602-978-3200*

**I**n the late 1990s, Unity of Phoenix made an exciting move to a new campus. The church saw growth in weekly attendance, prospering ministries, and consistent increases in financial support. Still, the church carried debt.

Unity of Phoenix approached Church Development to help launch a fundraising campaign to reduce the debt it accrued purchasing its new campus. With a new lead minister, the church launched a fundraising campaign in 2007. The effort saw great involvement: over 150 congregants volunteered for the campaign.

In an effort to share information and involve congregants on a deeper level, the lead and associate ministers participated in over 30 dinners hosted by church volunteers in homes. Additionally, the campaign's prayer team hand-made over 1000 prayer beads for the campaign and invited church members to pray individually and collectively with the beads.

The campaign succeeded in building community at the church and in raising \$1.8 million, a 217% increase over a 2004 fundraising campaign.