

NINE ELEMENTS OF SUCCESSFUL CAPITAL CAMPAIGNS

A church's capital campaign is a very exciting moment in its history. **A church only has one chance to get it right, so some key elements are required to make a capital campaign a success.** It is a chance to take the community's spirituality, Sunday stewardship, confidence, volunteerism, ministries, and campus to whole new levels!

1. Involve Key Groups of People in the Development of the Vision – A capital campaign is based on your community's vision or plans. Involve a good cross-section of your people. Make sure to involve your major donors, respected leaders, influencers, various groups impacted, and your staff in the planning process.

2. Compelling Vision – Winston Churchill once said that bold visions have the power to stir the blood. Be bold and dream big! People will make sacrifices for those projects that are life- saving, life-changing and impactful.

3. Allow Sufficient Time for the Dream to Take Hold – After you have gone through your visioning process, you must “cast” your vision. Share your dreams and plans with the community in every way possible.

4. Strong Leadership – Whether you are a pastor, principal, president, or leader, your enthusiastic support of the vision is critical. If you are on fire, your people will be on fire, too!

5. Influential Campaign Leaders – You will eventually need to build a Steering Committee. Select leaders that are 1) positive and supportive, 2) major donor prospects, 3) prominent in the community, 4) respected by others, and 5) easy to work with.

6. Allow for Significant Time in Prayer and Reflection – After your capital campaign has begun, you will want to give the people sufficient time for their prayer, reflection, and response. Sufficient time yields the largest gifts!

7. Seek Large Gifts and Lots of Gifts – A campaign needs two kinds of gifts to be successful: large gifts and lots of gifts. The largest gifts should make-up 35-65% of the financial total. “Lots of gifts” will come from every member of your community.

8. Sufficient Pledging Opportunities – All parts of your community must be given ample opportunities to pledge. Whether through major gift approaches, pre-commitment gatherings, or large-scale commitment weekends, you want to give people as many opportunities as possible to pledge in a “season of pledging.”

9. Strong Fulfillment (Pledge Collection) Effort – Pledges made are not pledges received! Simple pledge collection will raise 85-95% of your pledges. A strong and thorough fulfillment effort, employing the four things that can increase your pledge collections, can increase your pledges up to 125% or 150% of your total.