

HOW TO START A CAPITAL CAMPAIGN

Pastors and churches on-the-move will need to launch capital campaigns from time-to-time. As the saying goes: Good beginnings make for good endings. So, it is vital that the campaign get off to good start to be successful!

These campaigns can be run for new churches/schools, restorations, building additions, debt reduction, new ministries, endowment funds, and a combination of all of these things.

Take a look at these crucial steps for campaign preparations.

1. Start Determining Your Needs – Through listening, parish feedback, and visioning, start coming up with a determination of future needs. This list and group of items go into a basket or vision/case statement that your consultant will help you create.

2. Create a Bold Preliminary Plan – With your leaders and architects (if you are building), develop the basic needs/plans/drawings and financial requirements. Give your people some exciting plans! Churchill said, "Bold visions stir the blood!" Middling and small plans do not. The good news is that you can mix small or unpopular items with larger items in your basket to create a very exciting case.

3. Hire the BEST Fundraising Professional as Soon as Possible – Churches and schools have one chance to be successful. There are no do-overs. You are not only hiring a company and its method; you are hiring a consultant! Make sure you select the best consultant possible as he/she will determine 95% of your success.

The campaign director will lead you step-by-step through the entire process, optimize advantages, neutralize problems, and help you capitalize on the major gifts piece of your campaign. Only an experienced consultant with much major gifts experience can help you raise over 2X your yearly giving and reach 3X, 4X, or 7X your yearly Sunday giving.

4. Implement a Feasibility/Planning Study (Study) – A study will determine your church's financial potential. Just as importantly, the study begins to plant seeds: \$100K thoughts turn into \$500K pledges, and \$1M thoughts turn into \$2M pledges! The study will help you assess parish support; turn large gifts into larger gifts; alert you to any landmines; surface the names of chairpersons, team leaders, and volunteers; and begin the process of communication to the whole parish.

5. Update Your Membership Roster – The membership roster is constantly changing. Some parish rosters are off by 10% or more! Start updating your roster as soon as possible.

6. Start Surfacing Chairperson Names – Begin brainstorming for the names of 4-6 people/couples. Surface the names of ONLY those people who are supportive of your plans, respected in the community, and easy to work with.