



Strategic Planning • Annual Giving • Capital Campaigns

## CAMPAIGNS and COVID19

Jesus came to heal us and lead us into God-life, brotherhood/sisterhood, and service to our neighbor. Being a healing, positive presence in the world at this time of COVID19 is exactly what we're about! The mission and the Church have always adapted and will continue to adapt; they must! So, how might you and your community respond today and in the future?

- **COVID19 And An Interrupted Campaign** – After directing hundreds of capital campaigns, we can tell you that there are ALWAYS challenges and interruptions. If you are currently in the public phase of a campaign and COVID 19 has paused your campaign, then a skillful, experienced campaign director will be able to offer you several options to RE-CALENDAR your campaign. If you have finished the pledging phase of your campaign, then the good news is that people will overwhelmingly honor their pledges!
- **For Churches Who Are Thinking Of Or Preparing For Capital Campaigns** – Continue onward – with the necessary modifications! Your previous work is valuable and, most likely, your vision and pressing needs remain. Use any downtime you have to confer with leaders, draw up lists, determine priorities, adjust plans, seek some estimates, etc.

Roofs will continue to leak and do damage. Building costs will continue to increase by 5% to 6% a year. Key donors will continue to pass away. And other organizations competing for the same fundraising dollars will continue to prepare for their campaigns. Be ready to launch with a feasibility study and capital campaign ahead of the rest.

- **What Kinds of Churches Need Capital Campaigns?** – At one time or another, all churches need capital campaigns. Most churches need a capital campaign every 10 years; some need them every three to five years! The churches that definitely need capital campaigns are
  - 1) growing churches that need larger worship spaces and expanded campuses,
  - 2) churches of a certain age that need worship space and campus renovations, and
  - 3) churches with debt.These are, at a minimum, the churches that need to be planning for campaigns.
- **Greater Readiness and Planning** – Over the last 20, years more and more churches and schools have been consulting broadly and creating five-year plans/master plans/strategic plans. These planning efforts must intensify! In the dynamic world that we live in, every parish and school must have at least a five-year plan covering all key elements of its life, and they must be striving to improve and grow each area.
- **Emergency Funds** – As always, churches need to have Emergency Funds. There can be all kinds of natural and economic disasters, so an Emergency Fund of six months to a year is necessary. This is a lot of money. But in good times and bad, the mission of the Church must go on.
- **You Are Resilient** – The great aspect about living things (and the Church) is that they are strong, resilient and able to adapt. It all begins with the Spirit and the human heart. And, in fact, we are 10X stronger and more resilient than we realize. Always remember this, and take the long view to get through these present and future challenges.