



“FROM PLANNING TO BUILDING!”

A well-planned capital campaign can unleash great potential, volunteer involvement, and generosity that go well beyond the financial results of the capital campaign. Most pastors and leaders, after surfacing the needs and creating the vision/plans have deep anxiety about the next steps. These next steps can be mystifying to them, but to an experienced consultant or company, they should not be.

The general outline from creating your plans to implementation of your plans will include:

- **Finalizing the Plan** – Through a formal or informal planning process or facility study, you will be able to create your vision and long-term plans.
- **Conducting a Feasibility Study** – A feasibility (how much can we raise?) or planning study (how will we raise it?) will involve interviews with 30-50 key financial donors and the parish leaders and influencers.
- **Finalizing Vision** – The results of the interviews and focus groups will help you to fine-tune your plans to include the things that are well-supported and to remove, if necessary, the things that are controversial.
- **Digesting the Results of the Study** – Church leadership usually needs a little time, usually not very much time, to digest the results and feedback of the study. This feedback will help you craft your vision, your capital campaign team, and your campaign calendar.
- **Deciding to Go Forward with a Capital Campaign** – If the need is real and the informal or formal planning process was open and inclusive, then, usually, the next step is to move forward with a capital campaign.
- **Capital Campaign Design** – After deciding to move forward with a capital campaign is been made, the pastor and leadership along with the campaign professional; design the campaign. Design includes campaign chairs, campaign teams needed, campaign calendar, etc.
- **Capital Campaign Chairpersons** – As the campaign is being designed, three to five chairpersons must be recruited to oversee the 10 to 14 teams/sub-committees. The chairpersons should be prominent, well-thought-of, successful, friendly people.
- **Capital Campaign** – The capital campaign will include five phases: 1– Preparation, 2 – Information, 3 – Stewardship Reflection, 4 – Commitment, and 5 – Pledge Fulfillment.
- **Pledge Fulfillment** – Pledges made are not pledges fulfilled. A thorough one-year and three-year pledge fulfillment plan must be created, with the help of your consultant, not only collect the pledges but to keep the financial results going higher!
- **Implementation of Plans** – Church, school, or organizational leadership, with the assistance of a Building Committee, if necessary, will begin to implement the plans.

If you have found “Capital Campaign: From Planning to Building!” helpful, then contact Mark Filins today at VisionWorks – 402.999.2970 or markf@VisionWorksCo.com.