

“HOW TO GET FROM A FEASIBILITY STUDY TO CAPITAL CAMPAIGN”

Dear Friend,

When leaders are in the midst of feasibility or planning study (“study”) and things are going well, they begin to think, “How do we get a capital campaign started?” That is exactly what an experienced campaign consultant is there to lead your through.

In most cases it is very important to conduct a study. If an organization has sizeable plans or goals, then a study is of the utmost importance. A study will help assess support for the plans and it will start getting donors thinking of larger gifts. In terms of larger gifts alone, a study pays for itself many, many times over. If the organization has some real needs, went through an open and collaborative planning process, and has taken feedback, then most of the time it can go to the next step – a capital campaign. Truthfully, about halfway through a study, we start to become aware of the organizations abilities to conduct a capital campaign. As we start to verbally share our impressions with organization leaders, then the leaders start to ask us about getting a capital campaign started. At this point we start to prepare for what we call **campaign design**.

In campaign design we help churches and schools to get to a capital campaign through:

- A) Beginning the process of prayer for the campaign, campaign leaders, and events
- B) Refining the case (plans or projects)
- C) Creating the capital campaign calendar (and all the things to capitalize on and avoid)
- D) Setting the Steering Committee Training dates
- E) Starting to communicate with church or organizational leaders and members
- F) Identifying Steering Committee chairpersons
- G) Determining the Steering Committee teams (sub-committees) needed and the persons to be recruited as leaders of those teams
- H) Updating the church roster and membership contact information
- I) Preparing the lists that will be needed for a capital campaign:
 - Top 100 donors
 - Top 25% of donors
 - All members

Once the above items have been reviewed, discussed, and decided upon, a church or organization is on its way to Steering Committee Training and the beginnings of a capital campaign. The phases of a capital campaign are:

- **Preparation** – Case finalizing and Steering Committee recruitment, training and work
- **Major Gift** – Lead gift identification and solicitations (concurrent w/ Preparation end, Information and Reflection
- **Information** – Campaign kick-off and sharing of vision and information
- **Reflection** – Consideration of stewardship themes
- **Commitment** – Major commitment weekends and several minor commitment weekends
- **Pledge Fulfillment** – Collecting pledges and keeping the campaign alive

If you have found “How to Get from Feasibility Study to Capital Campaign” helpful or if you are interested in a feasibility study or capital campaign of your own, then contact Mark Filips and VisionWorks today at – 402.999.2970 or markf@VisionWorksCo.com.