

“A PASTOR’S ROLE IN A CAPITAL CAMPAIGN!”

A successful capital campaign begins with the spiritual leadership of the pastor. What are some key attitudes, decisions, and actions of the pastor in the campaign process that will foster success?

- **Timely Development of a Plan** – Whether it is a strategic plan or a facilities study, the pastor and the church leaders want to keep driving the plan forward. The planning process needs to involve some experts, the church leaders, and representatives of key groups and it needs to be open, collaborative, and sufficiently reflective. The process needs to keep moving forward, but it does not need to be rushed.
- **Being Involved with Key Decisions** – As the planning process moves forward, there will be times when decisions must be made. Sometimes making these decisions can be very difficult. But if the Holy Spirit and experts and key leadership groups have been involved all the way along, a path will emerge. Some churches avoid decisions, and this guarantees the status quo and no movement forward. As one writer says, “When decisions are made, new energies are released, and the next steps emerge.” Making decisions that are for the long-term benefit of the whole community will usually be very appealing to people.
- **Making a Decision for a Feasibility or Planning Study (“study”)** – With any sizable and important project, it is necessary to do a study. A study involves 30-50 key donors in personal interviews and the leaders of the church in one or several focus groups. Studies share information about the plan, build excitement, answers lots of questions, and gets donors and leaders thinking about larger gifts and involvement in a capital campaign. The pastor and leaders will need to decide to move forward with a study, as well as provide the names of key donors and leaders. If the leaders of the church support your plans, the chances are that your campaign will be a success.
- **Making a Decision for a Capital Campaign** – If two-thirds to 95% of your key donors and church leaders support your plans, then the capital campaign is a go. In the midst of the study, the study professional will be able to tell with opinions are supportive of moving forward. With these impressions in place, the pastor and leaders can confidently decide on the next step – a capital campaign.
- **Selecting Chairpersons** – After the decision is made to move forward with a capital campaign, the pastor and key leaders should begin thinking of three to five good chairpersons or chair-couples who will recruit the key team/sub-committee leaders and oversee the mechanics of the campaign for the pastor.
- **Other Involvements of the Pastor in the Capital Campaign** – Once the entire steering committee is recruited and the various teams’ projects are undertaken, the pastor needs to focus on:

Prayer – Praying him/herself for the campaign and encouraging the entire the church to cover the campaign with prayer.

Communication – From steering committee training onward, the pastor will want to dedicate at least five-to-ten minutes in key church meetings each month to sharing the vision and campaign details.

Writing of Key Letters – Of course, there will be key letters (templates of which are provided by the fundraising professional) for newsletters, brochures, and church fundraising packets.

Preaching – During the public phase of the campaign, the pastor and perhaps lay leaders will be preaching and reflecting on the vision, the details of the plan, stewardship, and the details of the campaign.

Key Lead Gift Visits – For an overwhelming financial result, visits to key donors will be necessary. The pastor always gets the largest gifts. So, the pastor’s role in these visits will be crucial. The visits are opportunities to share the vision and invite donors to join in the vision.

If you have found “A Pastor’s Role in Campaign Success!” helpful, then contact Mark Filipis today at VisionWorks – 402.999.2970 or markf@VisionWorksCo.com.