

SAMPLE CAPITAL CAMPAIGN CALENDARS

- **Capital campaigns can be run any time of the year, depending upon the flow of your parishioners north or south at vacation time.**
- **Study and Capital Campaign Flow**
 - Feasibility Study (6 to 8 weeks) -> Campaign Design
 - Campaign Design -> (4 to 5 weeks) -> Steering Committee Training
 - Steering Committee Training (SCT) -> (10 weeks) -> Silent Phase/Lead Gifts
 - SCT -> (12-14 weeks) -> Campaign Kick-off
 - Information Weekends (2 or 3 weekends)
 - Stewardship Reflection Weekends (3 to 4 weekends)
 - Commitment Weekends (2 major weekends, 4 minor weekends)
 - Campaign Closing Celebration
- **Feasibility Study** – A feasibility or planning study (“study”) usually takes six to eight weeks from set-up through interviews to final delivery of a study report. A study should usually be conducted for all projects, but especially those of any size. A study assesses interest, helps to make helpful modifications to plans, and **prompts donors to make larger gifts.**
- **Campaign Design** – If all goes after a study, then a Campaign Design meeting is conducted where we start to look at various calendars, necessary steering committee teams, and steering committee training dates. Recruitment of a steering committee, which lasts from Campaign Design to Steering Committee Training, usually takes five or six weeks.
- **Steering Committee Training** – Usually two days of meetings, especially for larger churches. Report meetings are usually two days of meetings held every three to four weeks. Report days are visits with all teams to keep all teams’ work on schedule.
- **Silent Phase with Lead Gifts** – Lead gift work usually begins around Report 3 and lasts for six weeks until the Advance Commitment Gatherings (Pre-commitment Parties). The flow of solicitations is Lead Gifts -> Advance Commitment Gatherings -> All Church Commitments.
- **Information Weekends** – Two to three weekends of information at homily times, with videos at services, and information packets distributed to all households after services.
- **Stewardship Reflection Weekends** – Three or four weekends of reflection on stewardship themes (1 – Acknowledging God’s Gifts, 2 – Being Grateful, 3 – Giving Back to God, 4 – Giving Back with Sacrifice).
- **Commitment Weekends** – Usually held at services with 2 major weekends and 4 minor weekends. Plenty of time must be given for everyone to respond as some people are late responders.
- **Campaign Closing Celebration** – A couple weeks or a couple months after the commitment weekends, it is recommended that a church celebrate and say thank you.

VISIONWORKS SAMPLE CALENDAR I

FALL – 2017

A fall campaign usually begins with Steering Committee Training in May or June, Kick-off after Labor Day, Reflections in October, and Commitment Weekends in November and December.

Feb-Mar	Feasibility Study
May 23-24	Steering Committee Training Tues – May 23 4:30 pm – Pastor, Chairs, Administrators, Recruitment Leaders (“Ldrs”) 5:30 pm – Print, Video, Social Media Team Ldrs 7:00 pm – Advance Commitment Ldrs 7:30 pm – Lead Gifts Team Ldrs Wed – May 24 5:00 pm – Prayer, Children’s, Youth Team Ldrs 5:30 pm – Information, Contact Team Ldrs 6:30 pm – Friends of St Elizabeth Team Ldrs 7:00 pm – Steering Committee Training – Pastor, Chairs and All Team Leaders and Office Staff
June 14-15	Report 1 – 2 Days
July 12-13	Report 2 – 2 Days
Aug 8-9	Report 3 – 2 Days
Aug 31	Report 4
Oct 5	Report 5 – Executive Meeting
Nov 14	Report 6
August-September	Silent Lead Gifts Phase
Sept 23-24	- Kick-off - Information Weekend I – Kick-off – Parish Case at Services Information Packets after Services
Sept 30-Oct 1	- Information Weekend II – Kick-off – Parish Cases at Services Information Packets after Services
Oct 7-8	- Reflection Weekend I – Acknowledging God’s Blessings
Oct 11-12	- Advance Commitment Gatherings – mornings, afternoons, evenings
Oct 14-15	- Reflection Weekend II – Being Grateful
Oct 21-22	- Reflection Weekend III – Giving Back to God
Oct 28-29	- Reflection Weekend IV – Giving Back to God with Sacrifice
Nov 4-5	- Commitment Weekend I – Services with Commitments I
Nov 11-12	- Commitment Weekend II – Services with Commitments II
Nov 18-19	- Continuation III – Commitment cards received at Services a third weekend
Nov 25-26	- Continuation IV – Commitment cards received at Services a fourth weekend
Dec 2-3	- Continuation V – Commitment cards received at Services a fourth weekend
Dec 9-10	- Continuation VI – Commitment cards received at Services a fourth weekend
Jan 2018	- Celebration (Closing) Weekend – Campaign results announced

VISIONWORKS SAMPLE CALENDAR II

WINTER BRIDGE – 2016-17

A winter bridge campaign usually has Information Weekends before Christmas, Reflection Weekends in January, and Commitment Weekends in February and March.

July-Aug	Feasibility Study
Oct 5-6	Steering Committee – 2 Days 5:00 pm Chairs, Admins, Recruit Ldrs 6:00 – Print, Video Ldrs 7 pm – Whole Steering Committee 5 pm Children's, Youth Ldrs 5:30 Prayer Ldrs 6:00 Information, Contact Ldrs 6:30 Advance Commitment Ldrs 7:00 pm – Lead Gifts Ldrs
Oct 18-19	Report 1 – 2 Days
November 2-3	Report 2 – 2 Days
November 17-18	Report 3 – 2 Days
December 6	Report 4
January 18	Report 5 Exec Mtg at ACG
February 16	Report 6
Nov 29 – Jan 11	Silent Lead Gifts Phase
December 3-4	- Kick-off - Information Weekend I – Kick-off of Campaign – Ministry Case and Capital Project Case - Information Packets after Services
December 10-11	- Information II – Parish Video at Services
December 17-18	- Information III
January 7-8	- Reflection Weekend I – Acknowledging God’s Gifts
January 18 & 19	- Advance Commitment Gatherings - mornings, afternoons, evenings
January 22-23	- Reflection Weekend II – Giving Back to God
January 29-30	- Reflection Weekend III – Giving Back to God w/ Sacrifice
February 4-5	- Commitment Weekend I – Services with Commitments
February 11-12	- Commitment Weekend II – Services with Commitments
February 18-19	- Continuation III – Commitment cards received at Services
February 25-26	- Continuation IV – Commitment cards received at Services
March or April	- Celebration (Closing) Weekend – Results announced

VISIONWORKS SAMPLE CALENDAR III

EARLY SPRING – 2017

June-July	Feasibility Study
Sept 19-20	<p>Steering Committee Training – 2 days</p> <p>Sept 19 4:30 pm – Pastor, Chairs, Administrators, Recruitment Leaders 5:30 pm – Print, Video, Social Media Team Leaders 7:00 pm – Advance Commitment 7:30 pm – Lead Gifts Team Leaders</p> <p>Sept 20 5:00 pm – Prayer, Children’s, Youth Team Leaders 5:30 pm – Information, Contact Team Leaders 6:30 pm – Friends of St Elizabeth Team Leaders 7:00 pm – Steering Committee Training – Pastor, Chairs and All Team Leaders and Office Staff</p>
Oct 17-18	Report 1 – 2 Days
Nov 14-15	Report 2 – 2 Days
Dec 12-13	Report 3 – 2 Days
Feb 2	Report 4 – Executive Meeting
Mar 6	Report 5
Jan 14-15	- Kick-off – Information Weekend I – Kick-off – Parish Case – Information Packets after Services
Jan 21-22	- Information II – Parish Case in Detail
Jan 28-29	- Reflection Weekend 1 – Looking at God’s Blessings
Feb 1-2	Advance Commitment Gatherings – mornings, afternoons, evenings
Feb 4-5	- Reflection Weekend 2 – Giving Back to God
Feb 11-12	- Reflection Weekend 3 – Giving Back to God with Sacrifice
Feb 18-19	- Commitment Weekend I – Commitments during homilies
Feb 25-26	- Commitment Weekend II – Commitments during homilies
Mar 4-5	- Continuation III - Commitments AFTER homilies
Mar 11-12	- Continuation IV - Commitments AFTER homilies
Mar 18-19	- Continuation V - Commitments AFTER homilies
April or May	- Celebration (Closing) Weekend – Campaign results announced and possible social(s) following Service(s)

VISIONWORKS SAMPLE CALENDAR IV

LATE SPRING – 2017

Oct-Nov	Feasibility Study
Jan 22-23	<p>Steering Committee Training – 2 days</p> <p>Jan 22 4:30 pm – Pastor, Chairs, Administrators, Recruitment Leaders 5:30 pm – Print, Video, Social Media Team Leaders 7:00 pm – Advance Commitment 7:30 pm – Lead Gifts Team Leaders</p> <p>Jan 23 5:00 pm – Prayer, Children’s, Youth Team Leaders 5:30 pm – Information, Contact Team Leaders 6:30 pm – Friends of St Elizabeth Team Leaders 7:00 pm – Steering Committee Training – Pastor, Chairs and All Team Leaders and Office Staff</p>
Feb 19-20	Report 1 – 2 Days
Mar 19-20	Report 2 – 2 Days
Apr 9-10	Report 3 – 2 Days
May 14	Report 4 – Executive Meeting
June 10	Report 5
Apr 23-24	- Kick-off – Information Weekend I – Kick-off – Parish Case – Information Packets after Services
Apr 30-May 1	- Information II – Parish Case in Detail
May 7-8	- Reflection Weekend 1 – Looking at God’s Blessings
Wed, May 14	Advance Commitment Gatherings – mornings, afternoons, evenings
May 14-15	- Reflection Weekend 2 – Being Grateful
May 21-22	- Reflection Weekend 3 – Giving Back to God
May 28-29	- Reflection Weekend 4 – Giving Back to God with Sacrifice
May 31-June 1	- Commitment Weekend I – Commitments during homilies
June 4-5	- Commitment Weekend II – Commitments during homilies
June 11-12	- Continuation III - Commitments AFTER homilies
June 18-19	- Continuation IV - Commitments AFTER homilies
June 25-26	- Continuation V - Commitments AFTER homilies
July 2-3	- Continuation VI - Commitments AFTER homilies
July or Aug	- Celebration (Closing) Weekend – Campaign results announced and possible social(s) following Service(s)

VISIONWORKS SAMPLE CALENDAR V

SUMMER – 2017

Great for churches with summer visitors.

Jan-Feb	Feasibility Study
Apr 17-18	Steering Committee Training – 2 days Apr 17 4:30 pm – Pastor, Chairs, Administrators, Recruitment Leaders 5:30 pm – Print, Video, Social Media Team Leaders 7:00 pm – Advance Commitment 7:30 pm – Lead Gifts Team Leaders Apr 18 5:00 pm – Prayer, Children’s, Youth Team Leaders 5:30 pm – Information, Contact Team Leaders 6:30 pm – Friends of St Elizabeth Team Leaders 7:00 pm – Steering Committee Training – Pastor, Chairs and All Team Leaders and Office Staff
May 15-16	Report 1 – 2 Days
June 5-6	Report 2 – 2 Days
June 26-27	Report 3 – 2 Days
July 27	Report 4 – Executive Meeting
Aug 28	Report 5
July 8-9	- Kick-off – Information Weekend I – Kick-off – Parish Case – Information Packets after Services
July 15-16	- Information II – Parish Case in Detail
July 22-23	- Reflection Weekend 1 – Looking at God’s Blessings
July 26-27	Advance Commitment Gatherings – mornings, afternoons, evenings
July 29-30	- Reflection Weekend 2 – Giving Back to God
Aug 5-6	- Reflection Weekend 3 – Giving Back to God with Sacrifice
Aug 12-13	- Commitment Weekend I – Commitments during homilies
Aug 19-20	- Commitment Weekend II – Commitments during homilies
Aug 26-27	- Continuation III - Commitments AFTER homilies
Sept 2-3	- Continuation IV - Commitments AFTER homilies
Sept 9-10	- Continuation V - Commitments AFTER homilies
Oct	- Celebration (Closing) Weekend – Campaign results announced and possible social(s) following Service(s)