

# Executing a Capital Stewardship Campaign In Your Church

Presented by:

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## Key Verse

*And God is able to make all grace abound toward you,  
that you, always having all sufficiency in all things,  
may have an abundance for every good work.*

*2 Corinthians 9:8*

# A Biblical Capital Campaign

Combines the timeless wisdom of the scriptures with the best practices developed by thousands of churches over the past several decades.

## What is a Capital Campaign?

- A program wherein God's people come together in financial sacrifice to provide funds for a capital project.
- A time of spiritual growth and faith building that stirs the heart and spirit.
- A careful process that results in a 3-year giving commitment, normally raising between 1 and 3 times the church's current annual receipts in tithes and offerings.

## What is a Capital Campaign?

- An effective capital campaign is a carefully choreographed, long term spiritual event that will encourage joyful and sacrificial giving.
- A capital campaign is based on proven best practices and the Word of God.
- A capital campaign is NOT the pastor preaching on money for a week or two and then making an appeal from the pulpit.
- A proper capital campaign is NOT comprised of trickery, guilt laying, confrontation, or heavy handed practices.

# Is a Capital Campaign Biblical?

YES!

The biblical basis & historical precedent for what today we call a capital campaign is found in:

- Moses building the tent of the tabernacle.
  - Exodus Chapters 25, 35, & 36
- David preparing to build the temple.
  - 1 Chronicles 29:2-9
- The rebuilding of the temple and Jerusalem's walls.
  - Ezra, Nehemiah & Haggai

## Goals of a Biblical Capital Campaign

- To provide understanding that a kingdom need exists and how God provides for kingdom needs to be met through His people.
- To clearly communicate the intellectual facts, emotional excitement, and spiritual wisdom to the church congregation.
- To facilitate spiritual growth through preaching, teaching, & prayer.
- To see God's promises with respect to giving, worked out in the lives of your congregation.

## Goals of a Biblical Capital Campaign

- To communicate the doctrine of biblical stewardship in a clear and compelling manner.
- To encourage the transformation of intellectual knowledge into faith in action.
- To ask people to respond according to how they believe God has called them to respond in faith.
- To bring glory to God.

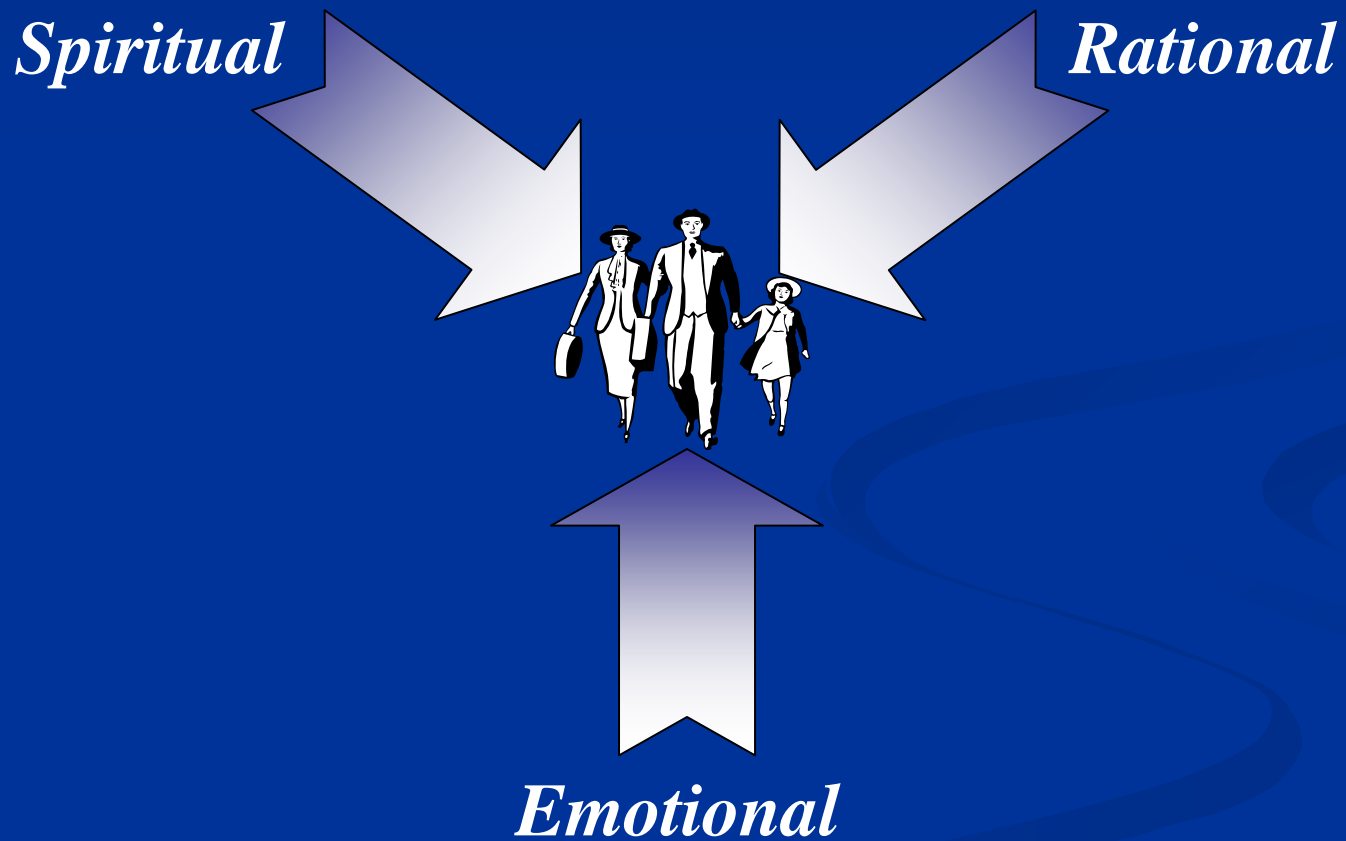


# Major Components

- Compelling Vision
- Clear Communication
- Biblical Instruction
- Prayer and Fasting
- Modeling by Leaders
- Sacrificial Giving
- Follow-up



## A Multi-Faceted Approach



*A successful campaign must address all three aspects of man.*

## 6 Keys to Success

- Key #1 - Communication
  - Your communication must be clear, concise, compelling, and consistent.
  - Clear communications brings understanding, answers questions, promotes excitement and unity.
  - It is important to use multiple channels of communication over a fixed period of time to insure the message is fully communicated.

## 6 Keys to Success

- Key #2 - Prayer
  - Ultimately, it is not fancy words or attractive communication materials that will make your campaign a success, it is the movement of the Holy Spirit in people's lives exhorting them to make the appropriate faith response.
  - By teaching biblical stewardship principles and bathing the campaign in prayer, our will is brought into alignment with God's desire.

## 6 Keys to Success

- Key #3 - Leadership by Example
  - People will not follow where leaders do not lead.
  - See the example of King David in 1 Chronicles 29:2-9.
  - Church staff, capital campaign team members, and others need to give their testimony and model stewardship principles.

## 6 Keys to Success

- Key #4 - Involvement
  - The more of the congregation involved in the various aspects of your campaign, the more likely your campaign will be successful.
  - Involvement produces ownership, ownership produces responsibility, and responsibility spurs financial support.
  - Successful campaigns significant percentage of the congregation serving in some aspect of in the execution of the campaign.

## 6 Keys to Success

- Key #5 – Don't Rush It!
  - You should begin preparing 6-12 months before the campaign. A hurried campaign is a less effective campaign – spiritually and financially.
  - Members can feel “pushed into” a giving decision & spiritual impact takes time. Rushing it will be a spiritual disservice to your members *and* financial one to the church.
  - Short timelines can “burn out” a capital campaign team.
  - Donor development takes time. A fast timeline does not give .adequate time for proper donor development.

## 6 Keys to Success

- Key #6 – Appeal to Potential Large Major Donors
  - God has gifted some with greater financial ability. Each should be encouraged to give according to that ability.
  - Those in the church with extraordinary ability to give should be encouraged to do so through one-on-one vision sharing and person to person appeals.
  - Failure to properly approach potential major donors will reduce your campaign, often by 30% or more.



# Capital Campaign – 5 Phases

I. Planning & Recruiting

3 weeks - 3 months

*(6 weeks typical)*

II. Equipping & Preparation

5 - 10 weeks

*(9 weeks typical)*

III. Public Phase

6-7 weeks

*(7 weeks typical) Elapsed Time 14 to 22+ weeks*

IV. Receiving Commitments

1 to 3 weeks

V. Collection & Follow-up

Typically 3 years

**Start Early. The optimum timeline for phases 1-3 is approximately 22 weeks.**

## Capital Campaign – 5 Phases

- Phase 1 - Planning & Recruiting
  - This phase can take from 3 weeks to 3 months, depending on size of congregation, method of church governance, availability of staff, and other events on the church calendar.
  - In this phase a general timeline is established, a director and executive committee members are considered and recruited based on job descriptions and gifting. Recruitment of workers for the various committees begins during this phase.

## Capital Campaign – 5 Phases

- Phase 2 - Equipping & Preparation
  - This phase can last from 5 to 10 weeks, or possibly even longer. The longer the time frame for completion, the less intense the effort, and better are the results.
  - It is during this phase that recruitment for workers for the teams is completed, training for the capital campaign committee is accomplished, and much of the “behind the scenes” background work is accomplished.

## Capital Campaign – 5 Phases

- Phase 3 - Public Phase
  - It is this public phase most people think of when they speak of a capital campaign. This phase typically will last 6 or 7 weeks, depending on the size of the congregation. This phase is critical and should not be significantly shortened.
  - The goals of this phase are to clearly communicate the need, clearly teach and model stewardship, and for everyone to prayerfully consider how the Lord would have them contribute to the campaign.

## Capital Campaign – 5 Phases

- Phase 4 - *Wrap-up Phase*
  - This phase will last from 1 to 3 weeks depending on size of congregation and method of collecting pledges.
  - The major goals are: to have a celebration Sunday to give thanks and glory to God, collect any remaining pledges, provide a final total to the church, send thank you letters, and to acknowledge and thank workers.

## Capital Campaign – 5 Phases

- Phase 5 - Collection & Follow-up
  - This phase consists of the tasks of collecting the gifts pledged, providing regular statements to members for pledges received, making regular reports to the congregation on pledge receipts, and integrating new members into the program.
  - Periodic statements and events to “keep it fresh” are planned for the whole 3-year giving period.

## What To Expect

- An increased spirit of unity and support in the body.
- Personal spiritual growth in your members.
- An increase in regular tithes & offerings.
- Increased unity and sense of purpose.
- Gifts & commitments equaling, on average, twice the church's current annual regular tithes & offerings, above and beyond regular giving.

## FAQ & Comments

- Why Hire A Consultant
  - On average churches that do not use a consultant typically raise  $\frac{1}{2}$  or less, than if they had used professional assistance.
  - A consultant provides the proven best practices developed by other churches in their capital campaigns, and as importantly, the experience in effectively implementing those practices.
  - A consultant will help insure the best results both spiritually and financially.



## FAQ & Comments

- Why Hire A Consultant
  - Reading the airplane manual does not make you a pilot. A person becomes a qualified pilot by instruction and much experience.
  - Solomon was the wisest man ever, however, when he began to build the temple, the first thing he sought was a man skilled in the art of building.
  - Solomon realized that knowledge alone, even his unsurpassed wisdom, was no replacement for experience.

## FAQ & Comments

- I've Heard Bad Things About Capital Campaigns
  - They're pushy and invasive.
  - It's all about the money.
  - Our Consultant didn't do much.
- While it may be true that a church or consultant may have done it poorly, it should not deter you from doing it correctly. Our church client references should put these concerns to rest.

## FAQ & Comments

- Should We Run A Capital Campaign In This Economy?
  - **YES!** If you have the need, and you believe God has called you to build, then the economy is not a deciding factor; God is bigger than the economic situation.
  - From the fall of 2008 through the fall of 2010, our capital campaign clients averaged campaign gifts and pledges that were 1 to 5x their annual tithes and offerings. This was in the midst of the worst part of the current economic crisis.

## FAQ & Comments

- Will It Work In A Church of Our Size?
  - YES!
  - Abundant Giving has multiple delivery options and scales to the size of the church.
  - Abundant Giving has been successfully used in churches with less than 100 to raise \$150,00 - \$200,000 and the same program was used to raise over \$9M in the fall of 2010.

## Post Campaign Comments

- *“I never thought we could raise this much money.”*
- *“The spirit in our church is so sweet and the people are very excited, and we exceeded our goal!”*
- *“It was a blessing to see others step up and run this instead of me” (this from the Sr. Pastor).*
- *“It was the most unifying thing we’ve done in the life of our church.”*
- *“It was amazing to see how our church responded.”*
- *“I never really believed we could raise this much”*

## Campaign Consulting Delivery Methods

- Traditional methods are the most expensive because they involve a lot of on-site time by the consultant handing out information in a piecemeal fashion.
- One or two-day seminars may provide a degree of understanding, but lack sufficient detail, personalization (a group environment), are off site, and often provide inadequate long-term support.
- Buying a book or tape may or may not provide good information, but does not provide the experienced coaching to help adapt the process to your unique culture or circumstances.

# Campaign Consulting Delivery Methods

- The Abundant Giving Model
  - Incorporates the best of all methods and provides results on par with or better than other delivery methods.
  - Provides a very high level of documentation and support resources.
  - Provides you a personal Consultant or Campaign Coach to provide that invaluable experience.
  - Provides your church with price and service options appropriate to meet your specific need and budget.

# Campaign Consulting Delivery Methods

- We Provide Options
  - Appropriate to the size of the church
  - To fit the budget of the church
  - To fit the needs of the church
  - To insure the comfort level of the church



# Campaign Consulting Delivery Methods

- Included in Every Level
  - Comprehensive Training and Resource Guide (hard copy and digital).
  - A proven process that is laid out week by week, job description by job description, and task by task.
  - Master Resource DVD (4 copies) with well over 2 Gigabytes of information, teaching, examples and more...
  - Professionally designed themed communication and graphics packages with FREE layout and press-ready files by a professional graphic artist.
  - The appropriate level of on-site support and training for your church.

## Our Philosophy

- You should have professional assistance in this important endeavor. The stakes are high and it's too important to risk doing poorly.
- You should have options to pay only for the level of on-site support appropriate to the complexity of the project and the experience of the church.
- We will guide your church in biblical stewardship and adapt best practices to your unique culture and situation

# Our Prayer For Your Church

“Now He that supplies seed to the sower and bread for eating, may He supply and multiply your seed and increase the fruits of your righteousness”

2 Corinthians 9:10

# Executing a Capital Campaign In Your Church

A Presentation of Church Development Services

[www.ChurchDevelopment.com](http://www.ChurchDevelopment.com)

[www.AbundantGiving.com](http://www.AbundantGiving.com)