

## **I. Biblical Reasons for Giving & Generosity: Capital Campaigns**

The Bible provides examples and narratives around as many as four successful giving campaigns. These may serve as models for your congregation by providing principles that may be applied to your campaign.

- **Exodus 35 - THE BUILDING OF THE TABERNACLE:** The Israelite people were freed from Egyptian bondage and began the journey to the Promised Land. They were told to build a place of worship, the Tabernacle. When provided the opportunity to give, these former slaves gave so freely and abundantly that they were eventually asked to stop giving. They had completely met the needs for their place of worship.
- **I Chronicles 29- THE BUILDING OF THE TEMPLE:** King David began preparing for this magnificent building that his son, Solomon, would actually construct. Beginning with his own sacrificial gift and challenging the leaders and people to give, he raised a great sum of money to provide for this temple.
- **Acts 4 - EARLY CHURCH EXPERIENCES THE SPIRIT OF GENEROSITY:** At Pentecost, a spirit of generosity swept through the church to such an extent that it was reported in Acts 4 that “no one claimed private ownership of any possessions.” Barnabas personified the spirit of giving by donating his personal property and giving the receipts to the church in order to meet the needs of other Christians.
- **II Corinthians 8-9 - A SPECIAL OFFERING FOR JERUSALEM CHRISTIANS:** Paul instructed the first known donor consultant, Titus, to lead the Corinthian church in a giving campaign for the poverty-stricken Christians in Jerusalem. Using the example of the Macedonian Christians, these members of the Corinthian church were challenged to give joyfully and intentionally.

From these accounts, as well as the teachings of Jesus as a background, several principles emerge that could positively impact your congregation’s capital campaign. What are these principles?

*(Pastor’s Note: These principles would make an excellent outline for a sermon in preparing your congregation for a capital campaign.)*

### **The Generosity Principle**

To give is to acknowledge God's ownership of all that we possess. To give generously makes it possible for the Church to accomplish its purposes and mission. As stewards, managers, or overseers of what God has provided for our life, we are accountable to God for all that has been placed into our life, not just for a portion of the amount. Our giving must always be an act of love and gratitude. When giving is a response to grace, it is always with gratitude and generosity.

### **The Voluntary Principle**

Paul stated this principle in this way, "For if the eagerness is there, the gift is acceptable according to what one has - not according to what one does not have." (II Corinthians 8:12) Again he said, "Each of you must give as you have made up your mind, not reluctantly or under compulsion, for God loves a cheerful giver." (II Corinthians 9:7). No one should determine the amount of another person's gift. Each person or household is challenged to seek God's will in determining a personal giving commitment.

### **The Sacrificial Principle**

In the Old Testament people came to worship with a sacrifice in hand. The word "sacrifice" can be defined as "to set apart" or "to make holy." Sacrificial giving is the act of making sacred, or setting apart, our financial resources for God. A sacrificial gift is, as one person put it, "the giving of something I value for someone I value more." Examples of sacrificial giving? The Widow; the boy and his lunch; and the woman with the alabaster jar. God measures your gift, not in relationship to others, but in relationship to your resources and in what is left over after the gift. Paul put it this way, "For if the eagerness is there, the gift is acceptable according to what one has." (II Corinthians 8:12) And Jesus said, "From everyone to whom much has been given, much will be required." (Luke 12:48). Given this, all giving to a capital campaign must be over and above regular giving. (I Chronicles 29:3)

### **The Commitment Principle**

The Corinthian Christians were challenged to "purpose in their heart that which they should give and to follow through by giving that faithfully." A capital campaign is an organized way to receive personal commitments. Personal commitments are statements of intention. A campaign provides a way to register the purpose of your heart to give over a defined period of time. A genuine giving commitment should be marked by prayer, generosity, even sacrifice, and faith.

### **The Witness Principle**

We often say "there are no silent witnesses and no secret disciples." We should also say there are no secret stewards or givers. Giving as described in the Bible is personal but not private. King David witnessed to "all the congregation of Israel" what he was giving to build the temple (I Chronicles 29:10). He appealed to the people to make a similar sacrificial gift. He could not honestly ask the people to sacrifice until he was able to say what he had already given or committed himself. The members of your congregation will be more willing to sacrifice for this cause when they know the leaders have done so, too. Such a declaration praises God for the resources to give and for the answered prayer in determining the amount.

### **The Involvement Principle**

Since success depends on widespread involvement, King David organized the Israelites in a way that enabled this to occur. Everyone had the opportunity to participate in working and giving in the campaign to build the temple. In the same way, in Exodus 35 the building of the tabernacle was

accomplished because of the massive involvement of people with individual gifts and abilities. A successful Capital Campaign involves a large portion of the congregation in the organizational structure of the program. When people are involved, they become members of an enthusiastic team and develop a greater commitment for the project. They also learn basic biblical principles of generosity, receive personal encouragement, develop supportive relationships, and share their talents and abilities with others. As people become involved in a campaign, they become advocates of the cause and are more willing to give for its fulfillment and success.

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## II. Congregational Campaign Leadership

Each campaign will need dedicated and committed leadership to lead the effort and ensure success. Typical leadership roles in a campaign may include:

### Campaign Director Job Description

- ✘ The **Campaign Director** is the leader of the Leadership Team and the chief lay spokesperson for the campaign.
  - ✘ The **Campaign Director** directs the Leadership Team, giving general supervision, counsel, and encouragement to all Directors and their Teams.
  - ✘ The **Campaign Director** works in partnership with the pastor to see that the campaign plan and calendar are closely followed.
  - ✘ The **Campaign Director** serves as the campaign consultant's chief liaison to see that the work of the Leadership Team is completed.
  - ✘ The **Campaign Director** will join other members of the Leadership Team in making an above-average, generous, financial commitment.
  - ✘ The **Campaign Director** assists the Prayer/Fellowship Team in leadership gift cultivation.
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### Campaign Coordinator Job Description

- ✘ Works with consultant, pastor, and the Leadership Team in all aspects related to the oversight and function of the capital campaign.
  - ✘ Stays in regular contact with the Campaign Team Directors reminding them of meetings, responsibilities, etc.
  - ✘ Compiles lists from membership rolls of those to be enlisted to serve on various teams.  
*Your consultant will provide detailed instructions for this task.*
  - ✘ Works with consultant in arranging/coordinating all meetings.
  - ✘ Supports the various campaign teams as needed.
  - ✘ Works with Mailing Director(s) to see that all mailings go out on schedule.
  - ✘ Keeps the consultant, pastor and Campaign Directors informed of campaign progress, concerns, challenges, or problems.
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### Prayer/Fellowship Director Job Description

- ✘ The **Prayer/Fellowship Director** is responsible for cultivating those in the church/parish who have the potential to make an above average gift to the campaign.
  - ✘ The **Prayer/Fellowship Director** will accomplish the cultivation task by hosting a series of gatherings in their homes, at the church, clubhouse, or an appropriate place.
  - ✘ The **Prayer/Fellowship Director** will host an opportunity for advance commitments to be made during a worship service or at a dessert or dinner (optional).
  - ✘ The **Prayer/Fellowship Director** will build an organization large enough to accomplish the above task.
  - ✘ The **Prayer/Fellowship Director** will join other members of the Leadership Team in making an above-average, generous financial commitment.
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### Children And Youth Director Job Description

- ✘ The **Children and Youth Director** is responsible for coordinating campaign activities for all preschoolers, children, and youth.
  - ✘ The **Children and Youth Director** will build an organization large enough to accomplish the above task.
  - ✘ The **Children and Youth Director** will enlist the staff person and/or layperson responsible for children and youth ministry in the congregation to be a part of the Team as soon as possible. This is critical!
  - ✘ The **Children and Youth Director** will join other members of the Leadership Team in making an above-average, generous financial commitment.
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### Commitment Director Job Description

- ✘ The Commitment Director is responsible for following up with the financial commitments from those households who did not register a financial gift on Commitment Sunday / Weekend
  - ✘ The Commitment Director will follow up by making personal phone or email contacts
    - A list of those who have not responded will be provided by the business office.
    - Contacts are to be made during a specified period but in a manner of your choosing.
    - The campaign consultant will train and resource those making contacts.
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### **Publicity Director Job Description**

- ❖ The **Publicity Director** is responsible for interpreting the purpose and process of this stewardship campaign to all members and regular attendees.
  - ❖ The **Publicity Director** is responsible for:
    - Building a team large enough to accomplish the above task
    - Leading the team in preparing or working with a company to provide a campaign video and printed materials
    - Leading the team in providing all printed materials needed for the program
    - Leading the team in providing posters and displays as needed to promote the program
    - Leading the team in providing news releases and publicity for the local news media
    - Joining other members of the leadership team in making an above-average, generous financial commitment
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### **Follow-Up Director Job Description**

- ❖ The **Follow-Up Director** is responsible for keeping the campaign active and before the members throughout the three-year giving period. They are also responsible for encouraging new members into the giving life of the church.
  - ❖ The **Follow-Up Director** will work closely with the church business office in tracking the success of the campaign over the three-year giving period.
  - ❖ The **Follow-Up Director** will build an organization large enough to accomplish the task.
  - ❖ The **Follow-Up Director** will join other members of the Leadership Team in making an above-average, generous financial commitment.
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### **Hospitality Director Job Description**

- ❖ The **Hospitality Director** is responsible for planning and implementing any fellowship gatherings or events held during the campaign. This would involve, but not be limited to, Prayer & Fellowship Gatherings and/or Commitment Event held at the church/parish or, on rare occasions, at an off-campus location:
    - Working with a caterer and determining menu, etc.
    - Decorations and set-up.
    - Helping host at the gatherings/events.
    - Programs at the gatherings/events will be provided by the appropriate team.
  - ❖ The **Hospitality Director** is responsible for building an organization large enough to accomplish the above task.
  - ❖ The **Hospitality Director** will join other members of the Leadership Team in making an above-average, generous financial commitment.
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### **Mailing Director Job Description**

- ⊗ The **Mailing Director** is responsible for the timely mailing of all campaign materials.
  - ⊗ The **Mailing Director** will build an organization large enough to accomplish the above task.
  - ⊗ The **Mailing Director** will join other members of the Leadership Team in making an above-average, generous financial commitment.
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### **Ministry Director Job Description**

- ⊗ The **Purpose** of Ministry Celebration is to provide a first-hand look at the magnitude of your church ministry. Your task is to put “faces” on the budget. People give to ministry. Let your people feel and experience the exciting ways they, as the Body of Christ, reveal Christ to each other and to the world. Have fun!
  - ⊗ The **Ministry Director** is responsible for interpreting and promoting the annual operating budget as part of the overall stewardship program. This can be accomplished by using one of the following events or a combination of events:
    - Ministry Fair
    - Ministry Celebration
  - ⊗ The **Ministry Director** will build an organization large enough to accomplish the above task.
  - ⊗ The **Ministry Director** will join other members of the Leadership Team in making an above-average, generous financial commitment.
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### **Prayer Director Job Description**

- ⊗ The **Prayer Director** is responsible for establishing a spiritual climate within the church/parish which will enhance the overall purpose of this capital campaign.
  - ⊗ The **Prayer Director** will accomplish the above by:
    - Planning prayer activities which magnify prayer support for the campaign
    - Promote prayer emphasis throughout the congregation
  - ⊗ The **Prayer Director** will build an organization large enough to accomplish the above task.
  - ⊗ The **Prayer Director** will join other members of the Leadership Team in making an above-average, generous financial commitment.
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### Vision Director Job Description

- ⊗ The **Vision Director** is responsible for creating a broader awareness about the ministry needs and the ministry benefits of fulfilling the proposed worthy cause.
- ⊗ The **Vision Director** will accomplish their task by offering either a vision awareness worship service and/or vision awareness gatherings held in member homes or at the church.
- ⊗ The **Vision Director** will build an organization large enough to accomplish the above task.
- ⊗ The **Vision Director** will join other members of the Leadership Team in making an above-average, generous financial commitment.

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### III. Sample Campaign Calendar & Timeline

<b>SEPTEMBER 2010</b>						
<i>Burlington Baptist Church Burlington, KY</i>						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>Notes:</b>						
5	6	7	8	9	10	11
12	13 <i>LABOR DAY</i>	14	15	16 <i>JEWISH NEW YEAR</i>	17	18
19	20 Coordinators Remind LT Recruits of Meeting	21	22 Train Communication Team/Meet with Coordinators <b>LEADERSHIP RECRUITMENT MEETING – 8PM Sanctuary</b>	23	24	25 <i>YOM KIPPUR</i>
26	27 Coordinators Remind LT Recruits of Meeting	28	29 <b>LEADERSHIP TRAINING MEETING # 1 Team Photo 8PM Old Fellowship Hall</b>	30	<b>Notes:</b>	

## Capital Campaign Calendar

Capital Campaign Manual

# OCTOBER 2010

Burlington Baptist Church  
Burlington, KY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Notes:					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
	Mail Newsletter # 1 <i>COLUMBUS DAY</i>	<b>LEADERSHIP TRAINING MEETING # 2 – Old Fellowship Hall at 7PM</b>			Coordinators Remind LT Directors of Mtg on 12th	
17	18	19	20	21	22	23
	Coordinators Remind LT Directors of Mtg on 20th	Coordinators Prepare Fellowship Dirs/Hosts Packets for Delivery on 20th	<b>LEADERSHIP TRAINING MEETING # 3 – Old Fellowship Hall at 8PM</b>			
24	25	26	27	28	29	30
Pastor Shares Stewardship Testimony in Worship VIDEO SHOWN in WORSHIP	Mail Newsletter # 2					
31	Notes:					
<b>VISION SUNDAY</b> 3 Lay Testimonies <i>HALLOWEEN</i>						

## Capital Campaign Calendar

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# NOVEMBER 2010

Burlington Baptist Church  
Burlington, KY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Mail Newsletter # 3 <b>CONNECTION GATHERINGS</b>	2 <b>CONNECTION GATHERINGS</b> <i>ELECTION DAY</i>	3 <b>CONNECTION GATHERINGS</b>	4 <b>CONNECTION GATHERINGS</b>	5	6 <b>CONNECTION GATHERINGS</b>
7 <b>MINISTRY CELEBRATION SUNDAY</b> Distribute Prayer Request Cards Testimony  <i>DAYLIGHT SAVINGS TIME ENDS</i>	8 <b>CONNECTION GATHERINGS</b>	9 <b>CONNECTION GATHERINGS</b>	10 <b>CONNECTION GATHERINGS</b>	11 <b>CONNECTION GATHERINGS</b>  <i>VETERAN'S DAY</i>	12	13 <b>CONNECTION GATHERINGS</b>
14 <b>CHILDREN AND YOUTH SUNDAY</b> Distribute Prayer Request Cards Testimony	15 Mail Newsletter # 4	16	17	18	19	20 <b>CHURCH WIDE DAY OF PRAYER</b> 6AM till 6PM
21 <b>COMMITMENT SUNDAY – Dr. Steve McSwain to Preach in Both AM Services</b>	22 Mail CMT Letter and CMT Card to Non-Responding Household	23	24	25 <i>THANKSGIVING DAY</i>	26	27
28 CMT Calls	29 Mail Celebration Sunday Offering Envelope CMT Calls	30 CMT Calls	Notes:			

## Capital Campaign Calendar

Capital Campaign Manual

# DECEMBER 2010

*Burlington Baptist Church  
Burlington, KY*

<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
Notes:			1 CMT Calls	2 CMT Calls <i>HANUKKAH</i>	3 CMT Calls	4 CMT Calls
5 CELEBRATION SUNDAY Church Wide Celebration	6	7	8	9	10	11
12	13	14	15 Send Confirmation of Commitment and Thank You Letter to Responding Households	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31 <i>CHRISTMAS EVE</i>	<i>CHRISTMAS DAY</i>
					<i>NEW YEAR'S EVE</i>	

## Capital Campaign Calendar

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[Capital Campaign Manual](#)

#### **IV. General Trends in Church Giving When Considering a Capital Campaign**

##### **1. What is the State of Giving in Today's Church?**

- Not what it could be, but better than it might be.
- Fewer and fewer are giving more and more.
- One-third give two-thirds of church revenue.
- Today's eco-climate shows a 5% to 10% drop in giving.

##### **2. Why Is Giving Less Than It Could Be?**

- If you don't ask, you don't get...
- Ask the same way, get same results...
- The sacred art of giving isn't being modeled...
- Deficiency of generosity means a deficit of grace!

#### ***Luke 7:41-47***

<sup>41-42</sup> "Two men were in debt to a banker. One owed five hundred silver pieces, the other fifty. Neither of them could pay up, and so the banker canceled both debts. Which of the two would be more grateful?"

<sup>43-47</sup> Simon answered, "I suppose the one who was forgiven the most."

"That's right," said Jesus. Then turning to the woman, but speaking to Simon, he said, "Do you see this woman? I came to your home; you provided no water for my feet, but she rained tears on my feet and dried them with her hair. You gave me no greeting, but from the time I arrived she hasn't quit kissing my feet. You provided nothing for freshening up, but she has soothed my feet with perfume. Impressive, isn't it? She was forgiven many, many sins, and so she is very, very grateful. If the forgiveness is minimal, the gratitude is minimal."

**The Forgiven are FOR - GIVING**

### 3. What are the Common Myths about Giving?

#### Myth 1 – Give and you'll get rich!

*Luke 6:38*

“Give...your gift will return ...in full, pressed down...running over ...the amount you give will determine the amount you get back.”

*Luke 14:33*

“So, you cannot become my disciple without giving up everything you own.”

#### Myth 2 – I can't afford to give

#### Myth 3 – Equal and fair share giving is enough

#### Myth 4 – The standard for giving is the tithe

- **Tithing Is NOT Taught in the New Testament**

*Matthew 23:23-24*

*Hebrews 7*

- **Giving Perspectives in the New Testament**

*Paul (2 or.9:7)*

*Jesus (Luke 18:9-12)*

#### Myth 5 – Get them involved and they will give

#### Myth 6 – Giving is a private matter

*Matthew 5:16*

“Let your good deeds shine out for all to see...”

*Matthew 6:1-4*

“Don't do your good deeds publicly...”

*Matthew 6:5ff*

**“When you pray, don't be like the hypocrites who love to pray publicly on street corners and in the synagogues...But, when you pray...shut the door behind you...pray to your Father in private.”**

**“The higher the level of secrecy the lower the level of giving.”**

**-- Michael Duvall**

#### Myth 7 – Test God through your giving

#### 4. How to Create a More Generous Church?

- ⊗ “Our lives end the day we become silent about the things that matter!” – M. L. King, Jr.
- ⊗ “Generosity is not giving me what I need more than you do; it is giving me what you need more than I.” – Kahlil Gibran

#### MANTRA

Receive everything as God’s gift to you;  
Learn from everything as your gift to yourself;  
Give what you learn as your gift to the world

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## **V. Pastor Resource Pages**

### **Be Actively Involved at Every Level Possible**

Experience has taught us that those campaigns where the pastor assumes the primary leadership role, guiding members by being personally involved and giving generosity, experience the greatest success. People do as people see.

#### **☒ Assist the Consultant in the enlistment of laypeople who will share a “Generosity” Testimony/Witness/Journey...**

Ask the consultant for guidance before enlisting anyone. These will be shared in worship during the 4 to 5 special Sundays/Weekends where the campaign is highlighted. Stewardship Journeys must be given appropriate time during these services.

#### **☒ Giving/Generosity Homilies/Sermons**

During the Challenge Phase, or 4 to 5 special Sundays/Weekends in worship. Work closely with your consultant who can assist you in knowing what should be shared, where to find resources, etc. it is important for you to preach homilies/sermons which will relate to generosity and giving. They should challenge your people to discipleship

#### **☒ Attend as Many of the Prayer and Fellowship Gatherings as Possible (Use other Ministry Staff to Assist You)**

These “Gatherings” are the most important part of the campaign. It will be a busy two or three-week period, so it is best to clear your calendar as much as possible. At these Gatherings, you will be with and around many, many church/parish leaders and members. This can be an important time of fellowship-building, friendship cultivation, and motivation for the campaign. Be prepared to share your vision for the project and your own testimony/witness regarding giving/generosity. You will not, however, lead the Gatherings as that will be done by the Campaign Directors

*Sample Letter from Pastor to Potential Leadership Team Directors:*

Dear \_\_\_\_\_,

As you know, we are preparing to enter a capital campaign for \_\_\_\_\_. As your minister, I feel God is leading me to invite you to be one of several leaders in this effort. It will take place \_\_\_\_\_(months). This campaign will primarily serve to help us raise the needed funds for the updates and renovations to our facilities.

I have been prayerfully considering the leadership needs for the campaign. You have been identified as a person of faith and commitment, both of which are essential to the success of a capital campaign. I believe you are one of those persons who would provide such leadership.

In the few days, our consultant, (NAME), will be here to detail the responsibilities you and other leaders would have, should you accept my invitation. I have enclosed the job description of the position I would like for you to consider. There are several positions on the Leadership Team, and I am convinced that this one matches your spiritual gifts. I will be asking others to serve in this position with you. Please join the consultant and me on (DATE) (Place and time). (NAME) will be conducting an orientation session for you and the other leaders I'm inviting to help me in this effort.

Your presence at this event will be your first responsibility in the campaign. All of your questions will be answered at this meeting. Afterwards, you will have the opportunity to make your final decision as to whether to assist me in this effort. That means, I'm asking you to come to this meeting with me BEFORE you make your final decision. Meanwhile, just be in prayer about it. These are important days in the life of our church and prayer is needed.

Our Campaign Coordinators, (NAME) and (NAME) have agreed to serve already, will be calling on my behalf to confirm your attendance at this (DATE) meeting. Again, the next step is for you to prayerfully consider taking a leadership role. I am convinced that God wants you for such a role or I would not be asking.

Thank you for all you do to further the witness and mission of great church/parish.

Grace and Peace,

Pastor (NAME)

Enclosure: I have enclosed a job description. Do not let this frighten you. This is much less complicated than it seems. I really hope to see you on (DATE). And, thanks for your love and willingness to prayerfully consider serving. I need your help.

## **Suggested Questions and Answers: Newsletter For a Buildings or Renovations Campaign**

Why is this a campaign involving both our 20\_\_ Operating Budget and Capital Project?  
How did we arrive at this particular vision?  
How much will (your worthy cause) cost? \$ amount  
What are we trying to raise? \$ amount – 20\_\_ Operating; \$ amount – Capital goal  
Where will the rest of the funds come from?  
What are our current short and long-term debt obligations?  
When will construction begin?  
Who is our architect? The Building Committee?  
Why do we need to renovate? How many classrooms will be added? How will this facility enhance our ministry?  
What's the point of a gathering space?  
What about parking?  
What about missions?  
What about children and youth?  
What about accessibility?  
When is my commitment to be made?  
Financial commitments will be made at one of the Worship Services/Masses on (Date) or in the privacy of your home.

### **How long is my commitment?**

The financial commitment is for three years. It can be paid weekly, monthly, annually, or in a lump sum.

### **When do I begin paying my three-year commitment?**

Giving begins at the Celebration Service on (Date)

### **Will giving to the project have a negative effect on annual offertory?**

No! We are asking that your three-year gift be over and above your regular giving. We do not want to undermine our present ministries with reduced giving. As a matter of fact, our regular giving will need to increase as the ministries increase.

### **How will I know what to give?**

The answer is between you and God. We are asking you to be open to the journey of prayer, faith and generosity when it comes to your gift. Prayerfully consider your gift and see where God leads.

**Note: If the annual operating budget is not being raised with the capital needs please omit the operating references.**

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## Prayer and Fellowship Gatherings Suggested Guidelines:

### **Purpose:**

The purpose of these Gatherings is to inform, inspire, and invite those in the church/parish who have the greatest willingness and ability to participate in this campaign. You will host this Gathering in your home, clubhouse, a room at the church or some appropriate place. You will provide the refreshments, food, etc., and mail invites to those you'll be asking to attend. A follow-up call to confirm their attendance will likely be needed too. Emails also work.

### **Setting:**

- A. These meetings can be held in the home, at a club, the church parlor, or any other appropriate place.
- B. Size of the meeting will be between 10 and 15 households (typically).
- C. The meeting should be no more than one and a half hours (1 ½) in length.
- D. Light refreshments, lunch, dessert, etc., are optional.

### **Mailed Invitation:**

A party invitation is mailed to each household approximately 10 days to 2 weeks prior to the meeting.

#### *Sample Invitation*

(Name of Pastor cordially invites you to  
a “\_\_\_\_\_ (Title of Program) Gathering”  
to celebrate our faith and share  
our church/parish dreams for the future  
(Date)  
(Time)  
Hosted by (Name of host)  
(Address)  
(phone #)  
(Food or Refreshments) will be served  
“We will call to confirm your attendance”

**Note:** These party invitations can be computer generated or purchased at an appropriate store. If you generate these with a computer, place the program title and logo on the front.

### **Vision Service Suggested Guidelines:**

#### **Purpose:**

The Vision Team, working closely with the Pastor and Minister of Music, will design a worship service that will create a broader awareness of the needs and benefits for your church's capital campaign project.

#### **Worship Service:**

The service will center around one to three laypersons who will speak on **“Our Church: Yesterday, Today, and Tomorrow.”** See following pages.

- A Vision Video (if chosen) has been produced and will likely be shown on this day too.
- The service must have worship integrity, inform and inspire.
- The service must give people a glimpse of God's vision for future ministry in and through your church.
- The service must fall within the normal time frame of worship.

**Note: Your team may decide that one or two lay speakers would be more appropriate for your situation. Your consultant will advise.**

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## **“OUR CHURCH: YESTERDAY”**

Guidelines For Lay Speakers

(Please give to person who has been chosen)

This usually will be a senior person or at least one who has been a member of the church for a long period of time. This should be a brief personal story of what the church has meant to this person or his/her household. It should not be an itemized list of the history of the church. It could be a story or experience of the church's ministry as reflected through him/her. It should come from his/her heart.

### **Remember:**

Keep it to the point and brief. No more than 5 minutes.

Write it out or you'll invariably get "off track." Two pages double-spaced and typed are about 5 minutes. **This is very important!**

**Rehearse:** Share it with the Pastor and be sure to practice in the sanctuary.

## **“OUR CHURCH: TODAY”**

### **Guidelines For Lay Speakers**

(Please give to person who has been chosen)

This might be a story/testimony from an active member or household. In fact, it can be very effective to have the entire household stand with the speaker while he/she speaks. The speaker(s) should also share his/her individual or their household involvement in ministry to others. In conclusion, the speaker(s) may tell of the joy he/she/they have experienced as members of the church and how he/she/they want to support the church's entire ministry to others. Naturally, he/she/they will want to express their absolute and total support of this capital campaign. Speak from the heart.

### **IMPORTANT TIPS:**

Keep it brief and to the point. No more than 5 minutes.

Type or write it out. Two pages double-spaced, typed are about 5 minutes. **This is very important!**

**Rehearse:** Share it with the Pastor and then practice in the sanctuary.

## **“OUR CHURCH: TOMORROW”**

### Guidelines For Lay Speakers

(Please give to person who has been chosen)

The member who shares should be an individual who is deeply involved in this capital campaign. This speaker should also be involved in the total effort of answering the need for the future of the church. Perhaps the chairperson of the building committee, the finance committee, or the long-range planning committee. It must be someone who can inspire the people to **see** the **vision** of the future. This person should lead the people to see that what the church is doing is being directed by God and needs everyone’s involvement. Additionally, this person should be able to speak to the future benefits that the accomplishment of this project will afford to the church. The benefits should be believable and accurate. Ask the selected person to emphasize total commitment to the church and to its future while sharing how it will be done.

### **IMPORTANT TIPS:**

Keep it brief and to the point. No more than 5 minutes.

Type or write it out. Two pages double-spaced, typed are about 5 minutes. **This is very important!**

**Rehearse:** Share your testimony with the Pastor and then rehearse it in the sanctuary.

## Campaign Activity Suggestions & Guidelines:

### *Option I* **MINISTRY FAIR**

#### **Rationale:**

Your church annual budget supports a wide range of ministries and activities. Many people are not aware of all the things the budget supports. As part of a capital campaign, you might consider hosting a Ministry Fair to provide members a first-hand look at the church is doing. It has been our experience that members of a church are much more likely to increase their pledge/giving if they can see and become excited about ministries that are making a difference in the lives of people.

#### **Format:**

Anticipate a “fair” format (similar to a Trade Show) with booths for the different ministries, food, and entertainment.

#### **When and Where:**

Day/Date/Site Location

#### **Tasks:**

Each committee or ministry in the church should be invited to participate and assigned the responsibility of creating, displaying, and staffing the booth or area that would describe the group’s activities.

#### **Support:**

The Ministry Emphasis Director(s) will coordinate the planning of the fair, design the layout for the fair, coordinate the movement of people into and out of the fair, promote the fair throughout the church, and coordinate food and entertainment. The members of the team are:

**Names/Addresses/Phone #**

## *Option II* MINISTRY CELEBRATION

### **Rationale:**

The purpose of the Ministry Celebration is just like that of the Ministry Fair: to provide a first-hand look at what activities are being supported and who is participating in them.

The following have been used very successfully used in worship:

- **Ministry/Program Banner Parade** - Each ministry creates a beautiful banner that depicts the essence and spirit of that particular ministry. A banner processional is very moving and informative.
- **Slide Show Presentation** with narrator
- **PowerPoint Presentation** with narrator
- **Creating a Visual Image** - Each ministry represents a piece of a bigger picture. After each piece is put in place, the results are breathtaking. Be creative!
- **Roll Call** - As each ministry is presented, those assembled are asked to state if they serve in that ministry and remain standing until all the ministries are presented. They will be amazed at how many people participate in ministry.

### **Narrator:**

After the presentation, the narrator will point out that the church is asking everyone to prayerfully consider increasing their giving to the annual ministries of the church because the ministries are expanding, growing, and making a difference. The narrator will be very convincing if he/she “challenges everyone to prayerfully consider joining him/her in increasing their giving.” Then briefly tell why he/she is increasing his/her giving. **This is very important! Remember this is a giving campaign!**

### **Prayer Team Activities**

**A Prayer Emphasis** may be accomplished in one or both of the following ways:

- **Church Wide Prayer Vigil; and/or,**
- **A Daily Devotional Guide**

### **Prayer Request Cards**

**Promotion:** The Prayer Team Directors must make sure the regular church newsletter, bulletin, and pulpit/ambo announcements promote the Prayer Activities.

**The Prayer Team Directors** kick off the Prayer Activities by encouraging people to fill out prayer request cards placed in the pews. Your consultant will provide detailed instructions.

Campaign Prayer Request Suggested Guidelines & Examples:

**Prayer Request Card**

(NAME OF CHURCH)  
(CITY, STATE)

Church Wide Prayer Vigil -- Date

Name (Optional): \_\_\_\_\_

LOGO

Prayer Request: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Note:** This example is not necessarily made to fit your pew racks.  
You will need to get measurements. They are made of light card stock.

## **Daily Devotional Guide**

### **Purpose:**

The Daily Devotional Guide is designed to help lay a spiritual foundation for the capital campaign. The guide will provide 7 (or more) days of prayer. The daily devotions are written by members of the church and center around stewardship themes related to time, talents, and, in this case, especially, treasures.

The guide is designed for each household of the church to spend a designated period of time in prayer, meditation, and reflection.

This prayer time will also give each household an opportunity to pray for others in the church family. Prayer request cards can be sent when the guide is mailed or people can pick them up at worship. Check with your consultant for specific instructions regarding the Prayer Vigil and examples/samples of Daily Devotional Guides.

## **Children And Youth Activities Campaign Suggested Guidelines:**

### **Purpose:**

The **Children and Youth Team** is responsible for helping to educate the children and youth about Christian giving. This education is not only intellectual but also practical. Children and youth need to learn how to give.

### **Giving Theme Banners**

Each Sunday School Class for children/youth could be asked to design and display a campaign banner.

### **Worship Times for Children**

If special times for children are a normal part of worship, the Minister or Ministers could be asked to design two or three around giving. These would occur during the Challenge Phase of the program.

### **Special Offering**

The children could be encouraged to give over a period of weeks and present their offerings at one of the services.

### **Children's Poster Event**

Each child in Sunday School class could create a poster based on a giving theme. They would then be displayed for everyone to see.

### **Youth Service/Life Teen Mass**

A worship service designed and led by the youth on a giving/stewardship theme would be a special blessing for the youth and attendees.

### **Youth Skit**

A skit built around a giving theme could be shared in worship or any other appropriate place.

### **Youth Giving**

Encourage the youth to give. Many churches have seen their youth give individually and also, collectively.

### **Spiritual Life Activity**

Encourage the youth to participate in the Church Wide Prayer Vigil or Devotional Guide. They could attend an hour of the Prayer Vigil together and have one or two of their group lead the hour. Encourage them to submit prayer requests. Check with the Prayer Team Directors and see how youth can be involved.

**For more information regarding the Church Campaign consulting services of Ashley | Rountree and Associates, please visit [www.ashleyroutree.com](http://www.ashleyroutree.com) or call Jeff Ashley at (502) 244-5835.**

<b>Sample Table of Needed Gifts</b>							
<b>\$1 Million Gift Table</b>							
Gift Level	Number of Gifts Needed	Number of Prospects Needed (x3)	Gift Total	Cumulative Total	Percent of Goal	Total Identified	Number of Prospects Identified
\$250,000	1	3	\$250,000	\$250,000	25%	\$0	
\$100,000	2	6	\$200,000	\$450,000	45%	\$0	
\$50,000	4	12	\$200,000	\$650,000	65%	\$0	
\$25,000	6	18	\$150,000	\$800,000	80%	\$0	
\$10,000	8	24	\$80,000	\$880,000	88%	\$0	
\$5,000	12	36	\$60,000	\$940,000	94%	\$0	
\$2,500	14	42	\$35,000	\$975,000	98%	\$0	
\$1,000	25	75	\$25,000	\$1,000,000	100%	\$0	
<b>Total</b>	<b>72</b>	<b>216</b>	<b>\$1,000,000</b>			<b>\$0</b>	<b>0</b>