



Ingredients of a Successful Capital Campaign

Vision

A successful campaign always begins with the question why, NOT the question how much. Your campaign needs a clearly focused vision that answers the question why are we doing this and how will this project assist us in making disciples for Jesus Christ. Why is this campaign essential to our future mission and ministry?

Feasibility Study

Every campaign, even debt reduction, should begin with a feasibility study. Don't guess as to whether or not your people support a particular project; ask. Don't guess as to how much can be raised; ask. A successful campaign always begins with the gathering of data and the building of relationships with potential givers. Both of these occur in a well done feasibility study. Don't settle for focus groups and informational meetings led by the pastor or building team.

Recruit Leaders

The right leaders on the campaign team can make or break a campaign. A properly done feasibility study will help determine the make up of the leadership team. Leadership must be passionate about their church and the vision and must have a demonstrated history of stewardship and generosity. Financial campaigns require financial leadership from both clergy and laity.

Inspiration

A successful campaign will never be about just asking people for money but rather about inviting people on a journey of gratitude, prayer and faith. If a capital campaign only raises dollars then the campaign fails. Successful campaigns raise disciples first and then dollars.

Abundant Communication

Communication is essential in every capital campaign. Do not rely on simply printed material or announcements. Good communication requires a well planned delivery of verbal, print, electronic, audio visual and web based communication materials.

People Involvement

More is always better in regards to getting people involved in a capital campaign. You should involve 50-60 percent of your active families in some capacity, even if its simply

stuffing envelopes or setting up tables. Involvement leads to ownership and participation. Don't exclude children and youth. Involve children and youth in as many campaign activities as possible. The involvement of youth and children should focus on teaching stewardship and generosity not conducting car washes and bake sales.

Follow Through

Don't think the work is finished when the pledges are received. You need to have a three year follow through team in place to keep the congregation informed and inspired. The follow through team will also see that new members are invited to participate. Good follow through can mean a 10-20 percent difference in the total monies received by the end of the three year giving period.

Emphasize Planned Giving

Talk with your Presbyterian Foundation Ministry Relations Officer about how to integrate planned giving into a capital campaign. There will be people who cannot make an outright gift but when given the opportunity to make a planned gift may contribute in a significant way. Give them the opportunity!

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