The webinar will begin shortly!

Is a Church Capital Campaign Right for You?

An introduction to parish campaign planning

Sponsored by





Hosts





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Author of "The Stewardship System"
Miracle survivor, husband, father, innovation nerd



Founded 1992

Our mission is to increase generosity without fundraising.

Over 200 church capital campaigns served,

over \$200 million into ministries.

For free stewardship resources visit:

www.church-development.com

Q&A Instructions

At any time in the presentation submit your questions via the Q&A tab on your Zoom menu.

Our Prayer for the day

Almighty God, you have created the heavens and the earth and made us in your own image: teach us to discern your hand in all your works and your likeness in all your children; through Jesus Christ your Son our Lord, who is alive and reigns with you, in the unity of the Holy Spirit, one God, now and forever. (Modified from Collect - Second Sunday before Lent)

Agenda

- 1. What is a church capital campaign?
- 2. How do we prepare for a capital campaign?
- 3. Why do people give generously?
- 4. How much can we raise?
- 5. How much does it cost to run a capital campaign?
- 6. Effect on annual giving?
- 7. How long does it take?
- 8. "What do I, as clergy, have to do?"
- 9. Should we manage the capital campaign on our own or hire a professional?
- 10. Causes of success and failure Ben Varnum

What is a capital campaign?

- Discernment and action effort
- 2. Move the church toward the vision for the future
- Financial effort
 - a. Building
 - b. Debt
 - c. Ministry Initiatives
 - d. Endowment

How do we prepare for a church capital campaign?

- 1. Consensus on vision/strategic plan who leads? Vestry
- 2. Budget
 - a. Where does the money go?
 - b. Who leads? Building Committee
- 3. Feasibility Study hire a consultant
- 4. Stewardship education & parishioner engagement

Why do people give generously?

- 1. Industry norms, ceiling 2-5%
- 2. Increases when
 - a. Involved in decision making
 - b. See value added of church in own life
 - c. Tie project to a person's desire to leave a legacy

The magic question: How much can we raise?

200%-300% Annual Giving Average

How much does it cost to run a church capital campaign?

- Consultant fee wide variety
- + \$10-\$15 per giving unit

Average *non-profit* spends **24%** budget on fundraising.

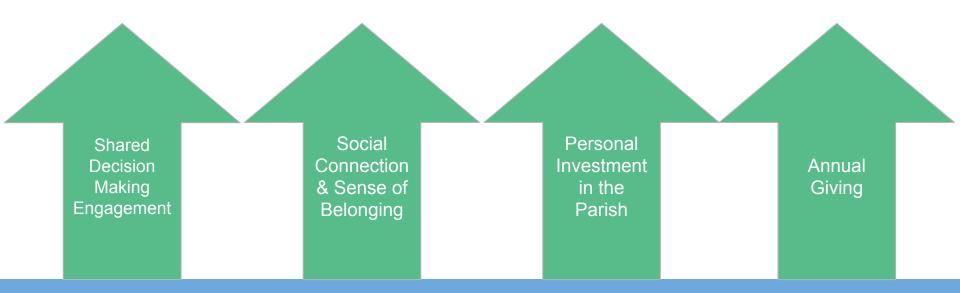
Average *church* spends **1%** of budget on fundraising.

The competition for donor dollars is high. We need to be inviting people to participate

Is there an effect on annual giving?

- 1. Secular approach vs. Stewardship-based approach
- 2. Scarcity mindset vs. gratitude
- 3. Education and engagement are key
- 4. Example: Holy Trinity annual giving increase

In a prayer, discernment and stewardship-based church capital campaign process...



How long does it take?

- 1. Visioning Preparation: 12 months
- 2. Feasibility Study: 6 weeks
- 3. Capital Campaign: 5 months
- Campaign Follow Up:
 3 years of pledge collection,
 Planned Giving, and annual stewardship development

Activity	Research	Week 	Week 2	Week 3	Week 4	Week 5	Week 6
Analyze: history of previous capital campaigns							
Analyze: vision and goal of a possible capital campaign							
Analyze: growth of membership and annual giving since last capital campaign							
Analyze: Area socio-economic demographics							
Prepare church mailing list							
Develop case statement							
Develop survey instruments							
Schedule personal interviews							
Conduct survey							
Conduct personal interviews							
Compile and analyze data							
Prepare final report							
Present final report to church leaders							



High level overview of the feasibility study and capital campaign processes. A professional consultant should work with you to customize a timeline that incorporates liturgical seasons, holidays and traditional church events.

What is the role of the clergy in a capital campaign?

- 1. Maintain focus on the spiritual nature of the campaign
- 2. Attend campaign events (planned by a committee)
- 3. Approve publications created for the campaign
- 4. Visit with leadership donors (not required to ask for \$)
- 5. Share leadership responsibilities with lay leaders

Professional Church Capital Campaign



Do-It-Yourself Capital Campaign

- Designated point person (save time!)
- Knowledge of research based best practices
- Experience handling setbacks and conflict
- Objective 3rd party opinion for decision-making
- Raise more (consultants pay for themselves by multiple factors)

- Disorganized/ frustrating if no designated point person
- Time requirements (700+ hours) prohibitive for staff
- Re-inventing the wheel of what works
- Church leaders bear full brunt of failures
- Objectivity difficult
- Save money, but raise much less = overall loss

See follow-up email with a link to a 30 minute video with Fr. Ben Varnum of St. Augustine of Canterbury in Elkhorn, NE. They are looking at pledges over 400% of annual giving.



Questions?

Next Webinars in This Series

Capital Campaigns: Before You Get Started 02/27/19 @ 12PM (MST)

Capital Campaigns: Roles, Timelines, & Budget 03/13/19 @ 12PM (MST)

This completes our webinar series.

Thanks for joining!