

*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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# Guest Presenter



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President and CEO, [www.Church-Development.com](http://www.Church-Development.com)

30 Years Experience

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](http://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?

1. Discernment and action effort
2. Move the church toward the vision for the future
3. 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...



Shared  
Decision  
Making  
Engagement

Social  
Connection  
& Sense of  
Belonging

Personal  
Investment  
in the  
Parish

Annual  
Giving

# How long does it take?

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

Activity	Research	Week 1	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							

		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Beyond
Feasibility Study	Draft Case Statement							
	Feasibility Study							
	Newsletter 1 about study results and capital campaign							
Recruit & Train Volunteers	Recruit and train leaders for a campaign steering committee							
	Recruit and train leaders for PETYAC working committees							
	Committees meet for campaign planning and decisions							
	Newsletter 2 about campaign progress and plans							
Communicate & Build Community	Develop brochure and campaign materials							
	Host public event and small group dinners							
	Announcements, activities during or after services							
	Newsletter 3 about campaign activities and stewardship							
Pray & Discern	Minister preaches on stewardship and discernment							
	Hold church-wide prayer event/service							
	Church-wide discussions on stewardship and discernment							
Solicitations & Commitment Sunday	Ask: visits, small group meetings, and personalized packets							
	Follow up phone calls to each family to answer questions							
	Hold Commitment Sunday							
	Newsletter 4 about activities, pledge report and celebrations							
	Send second letter to non-givers							
Thank & Celebrate Success	Mail out thank you letters							
	Arrange thank you gifts							
	Celebrate and recognize campaign success							
Campaign Follow Up	Monitor giving/pledge comparisons							
	Plan regular communications with donors							
	Meet with church members to update them on progress							
	Invite new members to pledge to the campaign							

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!