

Capital Campaigns: Roles, Timelines, & Budget

The details of church capital campaign management



Sponsored by



Hosts



Tracy Methe

Faith Formation and Development
Coordinator
The Episcopal Church in Colorado



Paul Alexander

Missioner for Development & Financial
Stewardship,
The Episcopal Church in Colorado

Guest Presenter



Denis Greene, CFRE

President and CEO, www.Church-Development.com

30 Years Experience Church Capital Campaign Consultant

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

O God, whose glory it is always to have mercy: Be gracious to all who long for you, and bring them again to embrace and hold fast to the love and mercy of your Word, Jesus Christ; who with you and the Holy Spirit lives and reigns, one God, for ever and ever. Amen.

(Modified from Collect of the 2nd Sunday of Lent)

Agenda - How do we run a successful capital campaign?

1. Calendar and timeline (in detail!)
2. The campaign budget
3. Selecting appropriate leadership
4. Organizing your volunteer committees
5. Training your volunteers
6. The role of the rector

Calendar and Timeline

Month 1

Pre-Campaign Feasibility Study

- Draft the campaign case statement and survey instruments
- Interview key church leaders
- Survey all church members
- Present final report to church leaders.
- Distribute newsletter with case statement, feasibility study results and campaign information
- (Note: If you decide to do some research on potential top donors, you should do it here)



Gift Range Chart



1 gift at 10% + 10 gifts at 4% + 100 gifts at 0.4%

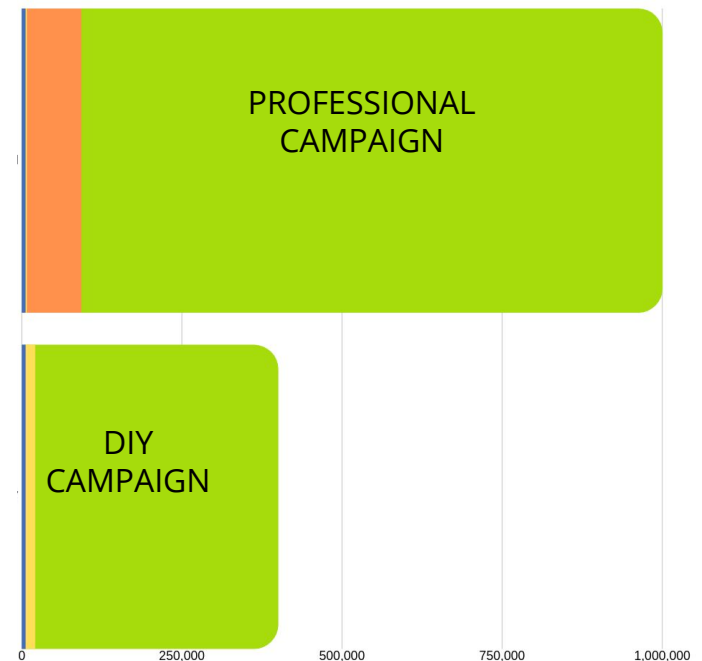
# OF GIFTS	AMOUNT OF GIFT	YEARLY AMOUNT	TOTAL OF GIFTS	CUMULATIVE TOTAL
1	\$1,000,000	\$333,333	\$1,000,000	\$1,000,000
2	\$500,000	\$166,666	\$1,000,000	\$2,000,000
3	\$250,000	\$83,333	\$750,000	\$2,750,000
4	\$100,000	\$33,333	\$400,000	\$3,150,000
7	\$50,000	\$16,666	\$350,000	\$3,500,000
12	\$25,000	\$8,333	\$300,000	\$3,800,000
20	\$18,000	\$6,000	\$360,000	\$4,160,000
25	\$15,000	\$5,000	\$375,000	\$4,535,000
33	\$9,000	\$3,000	\$297,000	\$4,832,000
40	\$6,000	\$2,000	\$240,000	\$5,072,000
44	\$3,600	\$1,200	\$158,400	\$5,230,400
50	\$1,800	\$600	\$90,000	\$5,320,400
many gifts	under \$1,800			\$5,400,000

Chart based on 300 total households at St. Paul's Episcopal Church = \$5.4 million

Campaign Budget

1. Safe goal: 200% - 300% annual giving in 3-year pledges
2. (A [DIY campaign](#) usually raises 20% of annual giving)
3. Total capital campaign expenses equal 5% - 15% of funds raised*
4. Out-of-pocket costs
 - a. \$10-\$15 per household for printing, mailing, events, food, video, gifts
 - b. Professional Consultants fee
 - c. Church staff time (high if DIY!)

*Ethical practices prohibit fundraisers charging a fee based on a percentage of money raised



Capital campaign consultants pay for themselves in increased profit (green) even though their fees can seem expensive

Calendar and Timeline

Month 2

Organize and Train Campaign Volunteers

- Recruit and train leaders for an advisory/management committee
- Recruit and train leaders for the following working committees:
 - Prayer
 - Youth
 - Events
 - Ambassadors
 - Thanks
 - Communications
- Committees meet for campaign planning and decisions
- Distribute newsletter #1 about campaign progress and plans



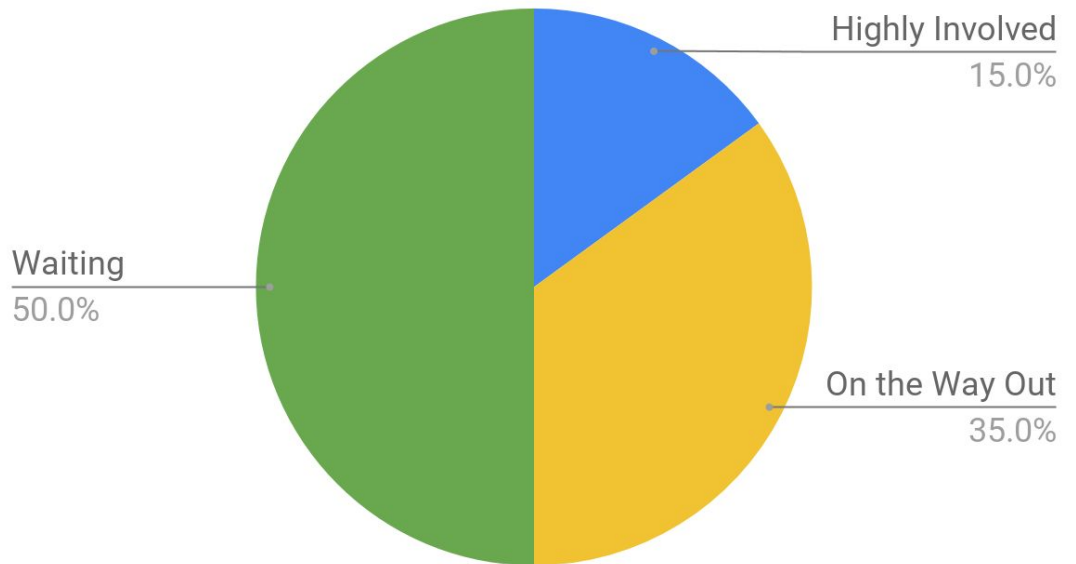
Selecting Leadership

1. Rector
2. Church business administrator
3. Vestry leader
4. Campaign Consultant
5. Other Committee Leaders
 - a. Big picture thinker
 - b. Optimist, not pessimist
 - c. Free to meet regularly for 6 months
 - d. Oversee both policy and details

Organizing Volunteer Committees

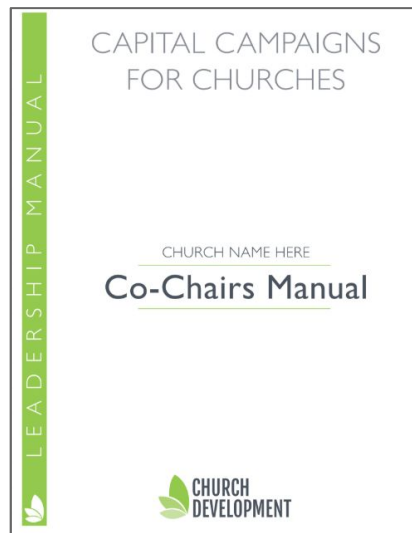
1. Prayer
2. Events
3. Thanks
4. Youth
5. Ambassadors
6. Communications

Members of Your Church



Training Volunteers

1. Select and invite committee co-chairs
2. Provide manual guide to committee & leader role
3. Provide personalized training to co-chairs
4. Recruit members & train at kick-off meeting





Rector Role

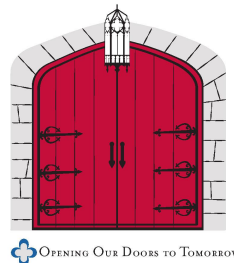
1. Maintain focus on the spiritual nature of the campaign.
 - a. Shared values
 - b. Future vision
 - c. Our mission
 - d. Discerning God's will (congregation + personally)
2. Attend campaign events
3. Approve campaign publications
4. Attend major donor visits (not required to ask!)
5. Share leadership with lay volunteers

Calendar and Timeline

Month 3

Communicate the Vision, Build Community, Cultivate Stewards

- Host public events and dinners to spread the vision, build community and cultivate stewardship among members
- Invite additional participation through publicity, announcements, activities during or after services and preaching
- Mail newsletter(s) about campaign activities and stewardship

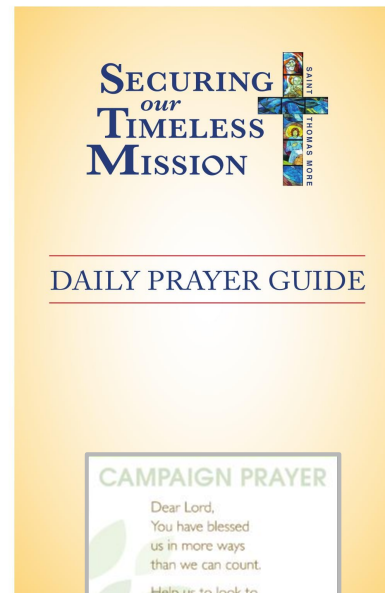


Calendar and Timeline

Month 4

Pray and Discern

- Minister preaches on stewardship and discernment
- Church-wide discussions on stewardship and discernment
- Mail campaign prayer, stewardship brochure, and pledge card to each member



CAMPAIGN PRAYER

Dear Lord,
You have blessed
us in more ways
than we can count.

Help us to look to
You for guidance.

Give us the faith to
follow Your plans.

Thanks for loving
us so much.

Please help us share
that love with others.

Amen

This little light of mine
I'm gonna let it shine
This little light of mine
I'm gonna let it shine
This little light of mine
I'm gonna let it shine
Let it shine
Let it shine
Let it shine



Calendar and Timeline

Month 5

Solicit Contributions/Commitment Weekend

- Ask for pledges through personal visits, small group meetings and/or personalized letters
- Phone calls to each family to answer questions
- Host Commitment Weekend
- Distribute newsletters about our commitment and thank you celebrations
- Send second letter to non-givers

LET OUR ONLY DEBT BE TO

LOVE

ONE ANOTHER

ONE CAMPAIGN
TWO APPEALS

2014-15 ANNUAL APPEAL

Please complete & check the appropriate boxes:

I/we will give a gift of \$_____ for the 2014-15 Annual Appeal, to be given:

☐ weekly ☐ monthly ☐ quarterly ☐ annually

☐ other: _____

☐ I/we would like to pay using automatic bank withdrawal or credit card. (Please complete the enclosed Authorization Agreement.)

☐ My pledge will remain the same.

2014-2016 CAPITAL APPEAL

Please complete & check the appropriate boxes:

☐ I/we will give an annual gift of \$_____ for 3 consecutive years, to be given:

☐ weekly ☐ monthly ☐ quarterly ☐ annually

☐ other: _____

☐ I/we would like to give a one-time lump sum of \$_____.

☐ My pledge will remain the same.

☐ Please contact me about a gift of stocks, bonds or other assets with an approximate value of \$_____.

☐ I/we would like to pay using automatic bank withdrawal or credit card. (Please complete the enclosed Authorization Agreement.)

☐ I/we are not able to make a commitment at this time, but promise to continue to pray for St. Bridget Parish.

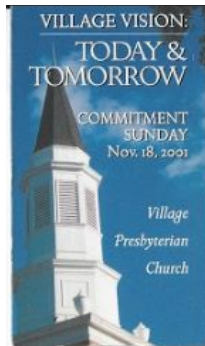
GIVE ONLINE

Calendar and Timeline

Month 6

Thank Contributors and Celebrate Success

- Mail out [thank you letters](#)
- Arrange thank you gifts
- Celebrate and recognize campaign success
- Coordinate follow-up committee and calendar



Calendar and Timeline

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
- Boost your planned giving effort through establishing a legacy society

ANNUAL STEWARDSHIP CAMPAIGN

Campaign Prayer
Loving and Gracious God,
Together with our sisters and brothers in faith, we join in gratitude for the countless blessings You have given to us. Among those blessings is a church home which nurtures and supports our hope.
Strengthen that hope that we may give sacrificially of our time, talents, and treasure to our church, to sustain and expand Your ministries.
Send the blessing of generosity upon each of us. Help us to see how Hope Grows Here this year. Help us to love and care for one another.
In Jesus name we pray,
Amen

Three Percent Giving Chart

ANNUAL	PERCENT	WEEKLY	MONTHLY
\$10,000	\$1,000	\$250	\$250.00
\$25,000	\$2,500	\$625	\$625.00
\$50,000	\$5,000	\$1,250	\$1,250.00
\$75,000	\$7,500	\$1,875	\$1,875.00
\$100,000	\$10,000	\$2,500	\$2,500.00

Stewardship Thought
Stewardship is the practice of being a good manager of what God has entrusted to us. It is not just about money, but about everything we have been given. It is about being faithful to God's call to us to love Him, love others, and care for His creation.

Stewardship Campaign News
St. John Episcopal Church
A note from (Pastor's name)
The people of St. John Episcopal Church are excited to announce the start of our annual Stewardship Campaign. This is a time when we can all contribute to the growth and development of our church. We encourage you to pledge your support today.

Hope Grows Here PLEDGE CARD
Name(s) (please print)
Address
Phone Email
General Fund Pledge (for our church's mission & ministry next year)
\$..... weekly / monthly / annually (please circle one)
I would like to pledge hours per week of my time to the Church.
Contact me about ways to serve Contact me about planned giving

Webinar Summary

1. A church capital campaign can help a parish to thrive financially, socially, and spiritually
2. Best practices for campaign approach
 - a. Consensus decision-making
 - b. Parishioner engagement
3. It is a lot of work, but help is available (check out our ebook!)



BEHOLD, GOD IS MY
SALVATION; I WILL TRUST,
AND WILL NOT BE AFRAID

Isaiah 12:2

Questions?

This completes our webinar series.

<https://episcopalcolorado.org/>

See Congregational Resources

Thanks for joining!