

# Six Things to Remember When Considering a Capital Campaign<sup>1</sup>...

## Resource 3.19

1. The likelihood of successfully raising funds in a capital campaign is directly proportional to the amount of time given to creatively and meaningfully involving the church members in planning the project from brainstorming to final case<sup>2</sup> development.
2. Trying to shorten a process of planning, awareness raising and church community involvement will only weaken the foundation of the campaign and threaten its success.
3. In the 1980's 10% of the people gave 90% of the money for a capital campaign. Since the 1990's 5% of the people gave 95% of the money for a capital campaign. This means that the success of a capital campaign in a small church is dependent on identifying and involving and asking a pivotal group of about 5-20 people.
4. Generally, capital campaigns which succeed are campaigns in which the building or renovation projects are clearly designed to either improve the quality of the community life of the congregation, or provide for basic human need to the poor and the marginalized or both (IE: the case must be compelling). How is this capital improvement serving front-line mission?
5. Generally, in a campaign which is well-planned and given time for planning and involvement (1-3 years prior to the asking for pledges) and in which annual stewardship is well-managed, a capital campaign can raise 10 – 20 times the amount raised in annual pledge campaigns. Similarly donors to capital campaigns can pledge 10-20 times their annual pledge to be paid over 3-5 years. The relationship building that occurs in a capital campaign, if properly stewarded after the capital campaign, will grow the annual fund.
6. A well-planned capital campaign over the 1-3 years of pre-pledge planning will involve the following steps: imagining what is possible, current needs and community assessment, building use audit, a long range plan and defined vision, strong annual stewardship campaigns for 3 years, initial list of hopes (case draft), inclusion of congregants in case development, major gift planning and asking, congregation asks, celebration, acknowledgement and building management.

<sup>1</sup> A church with an average Sunday attendance of between 15 and 60 persons and an annual pledge budget of between \$30,000 and \$150,000.

<sup>2</sup> A "case" is the document which lays out what the money is being raised for and why the project(s) is/are important.