

Capital Campaign Test for Readiness

Resource 3.21

How This Works:

A score of 100 is the maximum a parish can score on this test for readiness. A score of 80 or higher indicates a very good chance for success. A score of 60 – 80 indicates a reasonable chance for success. A score of 40-60 would indicate that there are problems in management and vision which need to be addressed before moving forward to a capital campaign discernment or planning phase. A score of less than 40 indicates that a parish is not ready to even consider a capital campaign and must ready itself if the desire or calling seems to be there. Note that the first four total 60 points and if there is weakness in these areas, then planning for a campaign needs to be placed on hold until issues can be addressed.

Staffing: Is the clergy and lay staff ready for the demands of a capital campaign? Could schedules allow for 30% increases in work which comes from a capital campaign? Can the Rector, Vicar or Priest-in-charge devote 50% of their work time to the capital campaign?	Score 0-10
Vestry Leadership: Can the Vestry increase its level of financial and time commitment to the parish by 50% during the campaign? Is the Vestry a healthy vestry? (ie: Are there "parking-lot meetings,") Does the Vestry pledge? Does the vestry pledge at least 1% of their income to the parish in the Stewardship of Finances campaign? Does the vestry have a routine of regular attendance and prayer? Has there been any financial or sexual scandal in the last 5 years?	Score 0-10
Leadership Gifts: Are there a top set of 10-20 prospects (not suspects=able but not willing) who are able and willing to give 40-60 percent of the campaign goal? Will the top gift provide for at least 10% of the goal? Will the second and third largest gifts each provide for 5% of the campaign goal?	Score 0-20
Planning: Is there a five – ten year written draft of a plan which is updated regularly and is steeped in prayer and discernment?	Score 0-5
Case-for-support: Has the clergy and vestry written down what the money would be raised for and why it is important that this money be given and that this building or renovation be done? Is the case mission-driven or simply empire-building? Would a parishioner, on reading this case say "Wow! Can we really do that? How wonderful? Jesus would love our doing this! This case really meets human need!"	Score 0-10
Study: Has study been done which indicates that demographic changes and needs assessments have been done? Is the parish just looking at what it wants or has the parish studied what the parish and the surrounding town or village or city needs? Has the parish considered its current building and its use? Has an audit of space use been done?	Score 0-5
Pledge Support: Does the parish engage the congregation in bold Stewardship programs? Is the Stewardship of Finances ministry strong? Is the vestry squeamish about asking for major gifts or is there a solid history of boldly asking for the pledges which are needed to fund a robust budget? Is there a willingness to differentiate between suspects (people who can give) and prospects (people who can give and will give)? Is there a culture of bounty rather than scarcity?	Score 0-10

<p>Record-keeping: Is there a system in place to keep records of pledge giving? Is the Rector, Vicar or Priest-in-charge clear that they know what the congregation pledges as a function of both spiritual care and parish management responsibility? Will current functions allow for the increased record-keeping and gift management of a capital campaign?</p>	<p>Score 0-5</p>
<p>Communications: Is communications set up both to offer information to the parish and to receive information from the parish? Is there a regular newsletter which is easy to read and economically written? Does the communications speak AT people or with people? Is there money in the Capital Campaign Imaginations budget for the design and implementation of simple but attractively designed materials? Are internal communications well-managed? Does everyone know what is happening, why and in some measure of advance notice so that last-minute crisis is not a norm?</p>	<p>Score 0-10</p>
<p>Spiritual Depth: Is the parish fully engaged as a community? Is there an atmosphere of anticipation or of timidity? Is leadership well-disbursed so that many areas of leadership feel and are in fact empowered to use their creativity or is absolute power held by a clergy-person or a Warden? Is the parish thinking about capital development or is the parish praying about capital development? Do parishioners seem to enjoy each other? Is there a sense of call to comfort the comforted and discomfort the comfortable, or is it the other way round?</p>	<p>Score 0-15</p>
<p>Total Score</p>	