Executing a
Capital Stewardship Campaign
In Your Church

Presented by:
Stephen Anderson
Church Building and Capital Campaign Consultant
Author of Preparing to Build and Abundant Giving

© 2009 AMI Church Consulting
All Rights Reserved
And God is able to make all grace abound toward you, that you, always having all sufficiency in all things, may have an abundance for every good work.

2 Corinthians 9:8
A Biblical Capital Campaign

Combines the timeless wisdom of the scriptures with the best practices developed by thousands of churches over the past several decades.
What is a Capital Campaign?

- A program wherein God’s people come together in financial sacrifice to provide funds for a capital project.
- A time of spiritual growth and faith building that stirs the heart and spirit.
- A careful process that results in a 3-year giving commitment, normally raising between 1 and 3 times the church’s current annual receipts in tithes and offerings.
What is a Capital Campaign?

- An effective capital campaign is a carefully choreographed, long term spiritual event that will encourage joyful and sacrificial giving.

- A capital campaign is based on proven best practices and the Word of God.

- A capital campaign is NOT the pastor preaching on money for a week or two and then making an appeal from the pulpit.

- A proper capital campaign is NOT comprised of trickery, guilt laying, confrontation, or heavy handed practices.
Is a Capital Campaign Biblical?

YES!

The biblical basis & historical precedent for what today we call a capital campaign is found in:

- Moses building the tent of the tabernacle.
  - Exodus Chapters 25, 35, & 36
- David preparing to build the temple.
  - 1 Chronicles 29:2-9
- The rebuilding of the temple and Jerusalem’s walls.
  - Ezra, Nehemiah & Haggai
Goals of a Biblical Capital Campaign

• To provide understanding that a kingdom need exists and how God provides for kingdom needs to be met through His people.

• To clearly communicate the intellectual facts, emotional excitement, and spiritual wisdom to the church congregation.

• To facilitate spiritual growth through preaching, teaching, & prayer.

• To see God’s promises with respect to giving, worked out in the lives of your congregation.
Goals of a Biblical Capital Campaign

• To communicate the doctrine of biblical stewardship in a clear and compelling manner.

• To encourage the transformation of intellectual knowledge into faith in action.

• To ask people to respond according to how they believe God has called them to respond in faith.

• To bring glory to God.
Major Components

- Compelling Vision
- Clear Communication
- Biblical Instruction
- Prayer and Fasting
- Modeling by Leaders
- Sacrificial Giving
- Follow-up
A successful campaign must address all three aspects of man.
4 Keys to Success

- Key #1 - Communication
  - Your communication must be clear, concise, compelling, and consistent.
  - Clear communications brings understanding, answers questions, promotes excitement and unity.
  - It is important to use multiple channels of communication over a fixed period of time to insure the message is fully communicated.
4 Keys to Success

- **Key #2 - Prayer**
  - Ultimately, it is not fancy words or attractive communication materials that will make your campaign a success, it is the movement of the Holy Spirit in people's lives exhorting them to make the appropriate faith response.
  - By teaching biblical stewardship principles and bathing the campaign in prayer, our will is brought into alignment with God's desire.
4 Keys to Success

- Key #3 - Leadership by Example
  - People will not follow where leaders do not lead.
  - See the example of King David in 1 Chronicles 29:2-9.
  - Church staff, capital campaign team members, and others need to give their testimony and model stewardship principles.
4 Keys to Success

• Key #4 - Involvement

  – The more of the congregation involved in the various aspects of your campaign, the more likely your campaign will be successful.

  – Involvement produces ownership, ownership produces responsibility, and responsibility spurs financial support.

  – Successful campaigns significant percentage of the congregation serving in some aspect of in the execution of the campaign.
## Capital Campaign – 5 Phases

<table>
<thead>
<tr>
<th>Phase</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Planning &amp; Recruiting</td>
<td>3 weeks - 3 months</td>
</tr>
<tr>
<td></td>
<td>(6 weeks typical)</td>
</tr>
<tr>
<td>II. Equipping &amp; Preparation</td>
<td>5 - 10 weeks</td>
</tr>
<tr>
<td></td>
<td>(9 weeks typical)</td>
</tr>
<tr>
<td>III. Public Phase</td>
<td>6-7 weeks</td>
</tr>
<tr>
<td></td>
<td>(7 weeks typical)</td>
</tr>
<tr>
<td>IV. Receiving Commitments</td>
<td>1 to 3 weeks</td>
</tr>
<tr>
<td>V. Collection &amp; Follow-up</td>
<td>Typically 3 years</td>
</tr>
</tbody>
</table>

*Start Early. The optimum timeline for phases 1-3 is approximately 23 weeks.*
Capital Campaign – 5 Phases

• Phase 1 - Planning & Recruiting
  - This phase can take from 3 weeks to 3 months, depending on size of congregation, method of church governance, availability of staff, and other events on the church calendar.
  - In this phase a general timeline is established, a director and executive committee members are considered and recruited based on job descriptions and gifting. Recruitment of workers for the various committees begins during this phase.
Capital Campaign – 5 Phases

• Phase 2 - Equipping & Preparation
  
  - This phase can last from 5 to 10 weeks, or possibly even longer. The longer the time frame for completion, the less intense the effort, and better are the results.
  
  - It is during this phase that recruitment for workers for the teams is completed, training for the capital campaign committee is accomplished, and much of the “behind the scenes” background work is accomplished.
Capital Campaign – 5 Phases

- Phase 3 - Public Phase
  - It is this public phase most people think of when they speak of a capital campaign. This phase typically will last 6 or 7 weeks, depending on the size of the congregation. This phase is critical and should not be significantly shortened.

- The goals of this phase are to clearly communicate the need, clearly teach and model stewardship, and for everyone to prayerfully consider how the Lord would have them contribute to the campaign.
Capital Campaign – 5 Phases

• Phase 4 - Wrap-up Phase
  - This phase will last from 1 to 3 weeks depending on size of congregation and method of collecting pledges.
  - The major goals are: to have a celebration Sunday to give thanks and glory to God, collect any remaining pledges, provide a final total to the church, send thank you letters, and to acknowledge and thank workers.
Capital Campaign – 5 Phases

- Phase 5 - Collection & Follow-up
  - This phase consists of the tasks of collecting the gifts pledged, providing regular statements to members for pledges received, making regular reports to the congregation on pledge receipts, and integrating new members into the program.
  - Periodic statements and events to “keep it fresh” are planned for the whole 3-year giving period.
What To Expect

• An increased spirit of unity and support in the body.

• Personal spiritual growth in your members.

• An increase in regular tithes & offerings.

• Increased unity and sense of purpose.

• Gifts & commitments equaling, on average, twice the church’s current annual regular tithes & offerings, above and beyond regular giving.
FAQ & Comments

• Why Hire A Consultant

  • On average churches that do not use a consultant typically raise $\frac{1}{2}$ or less, than if they had used professional assistance.

  • A consultant provides the proven best practices developed by other churches in their capital campaigns, and as importantly, the experience in effectively implementing those practices.

  • A consultant will help insure the best results both spiritually and financially.
FAQ & Comments

• Why Hire A Consultant

• Just because you read the manual on the plane does not make you a pilot. Solomon was the wisest man ever, however, when he began to build the temple, the first thing he sought was a man skilled in the art of building. Solomon realized that knowledge alone, even his unsurpassed wisdom, was no replacement for experience.
FAQ & Comments

• I’ve Heard Bad Things About Capital Campaigns
  • They’re pushy and invasive.
  • It’s all about the money.
  • Our Consultant didn’t do much.

• While it may be true that a church or consultant may have done it poorly, it should not deter you from doing it correctly. Our church client references should put these concerns to rest.
FAQ & Comments

• Should We Run A Capital Campaign In This Economy?

  • **YES!** If you have the need, and you believe God has called you to build, then the economy is not a deciding factor; God is bigger than the economic situation.

  • From the fall of 2008 through the fall of 2009, our capital campaign clients averaged campaign gifts and receipts that were 2x their annual tithes and offerings. This was in the midst of the worst part of the current economic crisis.
Post Campaign Comments

- “I never thought we could raise this much money.”
- “The spirit in our church is so sweet and the people are very excited.”
- “It was a blessing to see others step up and run this instead of me (the Sr. Pastor).”
- “It was the most unifying thing we’ve done in the life of our church.”
- “It was amazing to see how our church responded.”
- “I never really believed we could raise this much money.”
Campaign Consulting Delivery Methods

- **Traditional methods** are the most expensive and involve a lot of on-site time by the consultant.

- **One or two-day seminars** may provide a degree of understanding, but lack sufficient detail, personalization (a group environment), are off site, and often provide inadequate long-term support.

- **Buying a book or tape** may or may not provide good information, but does not provide the experienced coaching to help adapt the process to your unique culture or circumstances.
Campaign Consulting Delivery Methods

- A Hybrid Model
  - The hybrid model incorporates the best of all methods and provides results on par with or better than other delivery methods.
  - A hybrid model provides a very high level of documentation and campaign resources.
  - A hybrid model also provides you a Consultant or Campaign Coach to provide that invaluable experience.
  - A hybrid model can also provide your church with price and service options appropriate to meet your specific need and budget.
Our Consulting Delivery Method

• Proven Results Using a Proven Process
  – A hybrid solution provides equivalent or superior results to other programs costing much more.

• Lower Cost
  – A hybrid solution provides equivalent results at a lower cost than historic delivery methods.

• A Philosophy of Empowerment
  – Instead of getting a fish, learn how to fish.
  – A repeatable process - use it over and over.
  – Choose from multiple levels of on-site support.
Our Philosophy

- You should have professional assistance in this important endeavor.
  - Capital campaign firms have traditionally charged a great deal of money for traditional delivery methods that have changed little in the past 30 years. More cost-effective methods now exist.
  - You should have options to pay only for the level of on-site support you need or desire.
  - The stakes are high. It is too big and too important of a process to do poorly.
Our Philosophy

- Results are less dependent on “face time” with the consultant, and more dependent on getting the information you need. *How many questions can you think of that can be answered across a table, but not across a phone line?*

- The “process” can be packaged with enough information, and offered with a level of support that will meet your church’s unique needs.

- There is an old saying, “I don't want a cow, I want the milk!” A hybrid model allows to you to “get the milk.”
Our Prayer For Your Church

“Now He that supplies seed to the sower and bread for eating, may He supply and multiply your seed and increase the fruits of your righteousness”

2 Corinthians 9:10
Abundant Giving Capital Stewardship Campaign

Flexible - Effective - Affordable

Visit us at www.OurCapitalCampaign.com
A Service of AMI Church Consulting Services  919-553-1760