

### I. Introduction to the Capital Campaign

Congratulations on the decision to lead your church through a capital campaign. You are about to embark on a journey that will provide spiritual as well as financial benefits. As you look over this guide and included resources, do not become overwhelmed by the volume of information, or the apparent amount of work that is involved. There is an old saying, “How do you eat an elephant? One bite at a time!” While it is true that a capital campaign is, if properly done, not a small amount of work, it is work that is delegated and distributed across many people working in harmony over a period of many weeks. This campaign guide will help you invite a number of people to our “elephant picnic” and equip everyone for this good work. If you follow this program as explained in this guide, and the advice of your consultant, it will all come together – it always does!

Make no mistake; you are undertaking a spiritual work. In this campaign you will be educating your congregation on a topic that is very important to God - the stewardship of money. Money is such an important topic to God, that there are over 2,200 verses that deal with “our” money and possessions. (Since all we have is from God, it is not really our money, but His.) God, however, does not want our money, He wants our heart; but He also knows that those two things are closely connected. *“For where your treasure is, there lies your heart, also.”*

The capital campaign is about raising up an offering above and beyond current tithes and offerings. It has a specific purpose, a specific time frame, and a target goal. Your undertaking of this project should not only raise a considerable amount of money for the church's capital project, but even more importantly, should be the catalyst for spiritual growth as you teach about this important grace, the grace of giving.

Properly done, a capital campaign will knit your congregation together in unity and excitement like no other program you will ever execute in your church. A capital campaign is about God's calling on your church, His provision (God's perfect plan of providence), and how He works out the plan through His people. If you help your congregation understand these principles and focus on their spiritual growth, the money will take care of itself.

The success of your campaign does not depend on how fancy you preach, or the quality of the communication materials you create. Ultimately, it depends on the working of the Holy Spirit in the lives of each of our members to encourage them to give sacrificially. During the campaign, you will sow the seed of God's Word as it pertains to vision and giving, you will water it for a number of weeks through a number of channels, not the least of which is preaching and teaching, and you will trust and rely on God to give the increase. As you do your best to do each of those things well (doing your work as unto the Lord), He will be the one that works in the hearts of your congregation. You cannot change people's hearts, but God can change the hearts of kings, and He can work in the hearts of those in your church as well.

## Abundant Giving – The Self Directed Capital Campaign

### *A capital campaign, then, might be summarized as:*

- A program wherein God's people come together in equal sacrifice to provide funds for building.
- A time of spiritual growth and faith building that stirs the heart and spirit.
- A biblical process that results in a 3-year giving commitment that normally raises between 1 and 3 times current annual giving in tithes and offerings, with the norm being upwards of two times the church's current giving in tithes and offerings.

### *The major components of a capital campaign are:*

- **Vision:** People give to vision. Before people will give, they must understand the vision and make it their own. Once they own the vision, they will give to make it happen.
- **Communication:** You must communicate vision, need, biblical truth, and call to action. One of the challenges in the campaign will be to communicate in writing, in word, in deed, and in action.
- **Biblical Instruction:** Giving in faith requires that there be something worthy of faith. Faith comes by hearing, and hearing by the Word of God. A large part of the campaign will hinge upon understanding biblical truth with respect to money and stewardship.
- **Prayer and Fasting:** Your campaign will be bathed in prayer from beginning to end. A time of prayer and fasting is recommended during the prayer vigil(s).
- **Modeling by Leaders:** Like King David, leaders must model the giving in word and deed. In order to lead, you have to be out front.
- **Sacrificial Giving:** At the end of the process, people will be called to sacrificial giving. Hopefully your church will come to understand sacrificial giving as King David expressed it in 2 Samuel 24:24.
- **Follow-up:** As President Ronald Reagan said, "Trust, but inspect." Regular follow-up in the form of statements will help keep commitments fresh in people's mind for the 3-year giving period.

### **Purpose**

The tactical purpose of a capital campaign is to raise funds for a specific project. A capital campaign is a focused effort on the part of the church to raise significant money for a given project in a specified period of time. Usually the money raised is for constructing, or renovating a building. **A capital campaign is the most effective way to raise large amounts of money over a relatively short period of time.**

The spiritual purpose is to increase people's understanding of God's principle of stewardship, the doctrine of giving, and to increase their faith in His promises that surround giving with a cheerful heart to His work. Spiritually, the goal is they learn to more fully participate in this

## Abundant Giving – The Self Directed Capital Campaign

grace, not because your church desires the money, but “for the benefit to their account”, as the Apostle Paul wrote in Philippians 4.

### Adapting It to Your Church

This material is a guide to some of the best practices that have proven effective for thousands of churches over several decades. Unfortunately today, we don't seem to be able to get in front of our congregations one day, like Moses did, just tell the people to give, and have them respond. Churches that try this will typically get a little bump in giving for a short time, but it is usually short-lived, and encourages giving that is only a fraction of what could have been given had the church followed the process in this guide.

As you follow the process outlined in this guide, there are some things to remember.

1. The closer you stay to doing things as described, the better your campaign will run and the more effective it will be.
2. Historically, the more churches deviate from the process in this guide, the less effective the campaign is, both spiritually and financially.
3. You have latitude to adapt it to your church to make it relevant. For instance, your kickoff event could be a black tie affair, or it could be pot luck dinner, whichever is more culturally relevant for your church.
4. Wherever possible, this guide will outline goals and a *proven process* to accomplish those goals. As you adapt the process to your church, make sure you still achieve the goal.
5. Accomplishing goals is far more important than how you achieve the goal. Be warned, however, that the more you deviate from the methods outlined in this guide, the greater the potential to negatively impact the effectiveness of your campaign.
6. We recommend calling or emailing us if you have any questions on how to adapt this to your church.

### Before The Campaign

In an ideal world, you will have purchased this guide 6-12 months before you want to be in front of the congregation. If so, this will give you time to implement a strategy that can greatly impact your campaign. If you have the time, we highly recommended you lead your church, and as a ministry, those outside your church, through a study or program to help them with their personal finances. Two very good programs are [Crown Financial Ministries](#) and Dave Ramsey's [Financial Peace University](#). Programs that help your congregation improve their financial situation will not only be a blessing to them, but will help free up money for giving to God's work.

As they approach the season for your capital campaign, many pastors want to know what they should preach on before the capital campaign. We recommend for 4-6 weeks before the campaign, the focus of the messages need to revolve around these important principles: