BASICS OF CAPITAL CAMPAIGNS

Introduce Yourself!

In the chat log on the right, type the name of your church & why you are considering a campaign
Examples: St. Paul’s, organ repair
St. Mark’s, debt retirement
Christ Church, endowment
St. Mary’s, not sure; still learning

BASICS OF CAPITAL CAMPAIGNS

Discerning God’s Vision

An Introductory Webinar
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What We’ll Cover

• ECF’s mission
• How to know if you’re ready for a capital campaign
• Overview of the campaign process
• Do you need a consultant?

Strengthens the leadership and financial capabilities of Episcopal congregations, dioceses and communities of faith to pursue their mission and ministry
Resources to Fund Mission and Ministry

Three Sources
• Annual Stewardship (Annual Giving)
• Capital Giving (Extraordinary Giving)
• Planned Giving (End of Life Giving)

“Where your treasure is, there your heart will also be.”
--Matthew 6:21

The Fundraising Process

The least visible parts of the process are the most important
• Identify the need
• Identify potential donors
• Communicate the vision
• Ask for support
• Say, “Thank you!”
• Continue the process
A Successful Capital Campaign

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Questions?
Discernment: What is God Calling You to Do or Become?

Creating Ownership and Involvement
• Identify needs
• Connect to your mission
• Involve leaders, stakeholders, visionaries
• Communicate the vision

"Without a vision, the people perish."
-- Proverbs 29:1-18

Identify needs: What is the campaign for?
• Building projects
• Program needs/seed money
• Endowment
• Debt retirement
Discernment: What is God Calling You to Do or Become?

Connect to your mission:
- What are you called to do?
- How will these projects help you do it better, more faithfully?

Involve leaders, stakeholders, visionaries
- Form a committee
- Small group & all parish meetings
- Individual meetings
- Consult professionals
Discernment: What is God Calling You to Do or Become?

Communicate the vision
• Ongoing communication throughout process
• Proposed plans & costs shared with congregation
• Final plans approved by vestry

Feasibility Study
Ensures your campaign will be a success
• Measures awareness & support
• Identifies attainable goal
• Identifies volunteers
• Prioritizes projects
• Weighs intangibles that may affect your campaign
Feasibility Study

Three month process
• Design & print tentative case statement and survey
• Conduct personal interviews, electronic & mail surveys
• Compile & analyze results
• Report back with recommendations
• 92% of ECF clients meet or exceed recommended goal

The Capital Campaign

Four to Six month process
• Preparation, planning, materials development, leadership recruitment
• Advance Gifts phase
• Kickoff Event –Congregational Gifts phase
• Celebration & thanks
Dear God and Father of all,

Thank you for our parish family— for the love and sense of community we share. Thank you for the sacrifice of those who built this church. Thank you for the growth that challenges us to grow further.

As we launch our capital campaign for new sanctuary space at Church of the Advent, allow us to extend our wish to carry out our plan for the church in full. One or two voices, energy, and courage, we propose a legacy for generations to come. Help us to know we can see the expansion of your Church. Remember us that we are temporarily uncertain of all your gifts.

May we, in Christ, the glory of your face, Jesus Christ. AMEN.

Episcopal Church of the Advent

A capital campaign for Episcopal Church of the Advent.

Welcome home

After many years of prayer and preparation, Church of the Advent is pleased to build a permanent spiritual home. Please consider your part in this important moment in the life of our parish.

Professional Campaign Materials

Challenges

NEW CONSTRUCTION $250,000

The currently proposed building design is 10,200 gross square feet. Southern terrace on the site, floral and pattern design is ideal for a variety of social functions and meetings. The major costs of constructing the building include:

- $150,000 - building construction
- $100,000 - contents and furniture
- $20,000 - testing and commissioning

TOTAL: $250,000

How you can help

First, give generously to our capital campaign appeal to help grow Church of the Advent's capital campaign.

Second, consider a special gift in the capital campaign to build a lasting spiritual home for Church of the Advent.

To reach our capital campaign goal of $300,000, gifts of every size are crucial. Please consider the following gifts necessary to reach and consider your part in this important effort.

Digital Package

- $250,000 - building construction
- $100,000 - contents and furniture
- $20,000 - testing and commissioning

TOTAL: $250,000

In addition to your campaign pledge, you may also wish to consider making a planned gift to advance the cause. For more information, contact the church office.

No matter how you decide to help, thank you.
“But finally the workmen all left their task to meet with Moses and told him ‘We have more than enough materials on hand now to complete the job!’ So Moses sent a message throughout the camp announcing that no more donations were needed. Then at last the people were restrained from bringing more!”

Exodus 36:1-7
Do you need a consultant?

- Rector & wardens stay focused on running the parish
- Depth & breadth of experience
- Neutral, confidential oversight
- Accountability & timeliness
- Higher goal potential
- Adherence to highest ethical standards

Why ECF?

- Knowledge of the Episcopal Church
- Over 25 years of successful campaign management
- Approach fundraising spiritually
- Implement it holistically
- National network of consultants
- Sliding fee scale makes services affordable regardless of size
Capital Campaign Resources

www.episcopalfoundation.org/resource-library

• How to Prepare for a Capital Campaign
• “Follow Me,” a brief guide to campaigns
• Sample client materials
• Client list & related reading

Great Reads

• The Spirituality of Fundraising by Henri Nouwen
  www.henrinouwen.org
• Not Your Parents’ Offering Plate by Clif Christopher
Questions?

• Terri Mathes: tmathes@episcopalfoundation.org
• Louise Baietto: lbaietto@episcopalfoundation.org
• Or call: (800) 697-2858

Upcoming Web Conferences

What is Vital Teams?
May 15th, 7:00-8:00pm EDT
Invite*Welcome*Connect:
Building a Vital Ministry
May 27th, 7:00-8:00pm EDT
Planning and Recruiting for Stewardship
June 4th, 7:00-8:00pm EDT