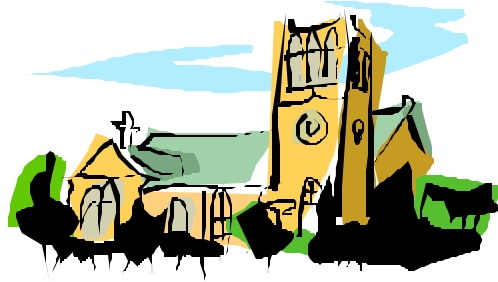
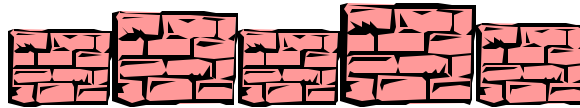


PREPARING FOR A MAJOR CAMPAIGN A RESOURCE GUIDE FOR GETTING STARTED



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DEVELOPED BY

ARTHUR H. ROACH
FUNDRAISING CONSULTANT

DAVID LEWIS
BRAKELEY, INC.
FUNDRAISING AND MANAGEMENT CONSULTANTS

MARSHALL H. GINN
CAPITAL DEVELOPMENT STRATEGIES
CONSULTING SERVICES FOR NONPROFIT ORGANIZATIONS

GEARING UP!

IS YOUR PARISH READY FOR A CAPITAL CAMPAIGN?

Ten Basic Questions Whose Answers Will Help Determine
Whether Your Parish Should Consider
Conducting a Capital Campaign:

- 1) Does your parish have a long-range plan?
- 2) Does your parish have specific objectives for a campaign? For example, does your parish need funds for:
 - building renovations
 - equipment
 - endowment
 - program support
- 3) Do you know how much money you will need to raise?
- 4) Are you convinced that your parish has a sound case for support?
- 5) Is your Vestry committed to the idea of a campaign? Is there 'ownership' among the parishioners about the proposed project?
- 6) Is your Rector committed and ready to go?
- 7) Is the necessary volunteer leadership available to assist with the campaign?
 - wealth
 - wisdom
 - work
- 8) Is your parish stewardship roll/database in reasonably good order?
- 9) Do you have any parishioners who are knowledgeable about capital gift fund-raising? Will you need additional staff? Outside counsel?
- 10) Does your parish have the start-up funds to finance a campaign?

The Eight Critical Factors of Capital Fundraising

1. Case What are the project's strengths that will generate financial support from parishioners?
2. Needs What are they? How much do they cost? How urgent and fundable are your Parish's specific needs?
3. Leadership Who among the Parish's top leaders might help raise the money?
4. Goal How much money can be raised?
5. Prospects Who might give the advance gifts, and how much might they give?
6. Timing How long will it take to raise the money, and what competition for contributed income might be in conflict with your Parish's campaign?
7. Public Relations What edge might your Parish have in raising these funds, and what will be the biggest problems?
8. Volunteers What help will you need from the Parish to make this happen?

Reading Resource:

Extraordinary Money! Understanding the Church Capital Campaign

Michael Reeves

2002

Discipleship Resources, Nashville, TN

ISBN 0-88177-379-4

Parish Capital Campaigns – Some Basic Elements

- **Roles and Responsibilities** – Everyone will have something to do! Whether it's serving on a committee, soliciting gifts, stuffing envelopes for a mailing or serving food at the celebration dinner, there is a role for everybody.
- **Timeline** – When do we want to do it? How long will it take? Campaigns can take a long time – typically 4-5 months plus planning time; sometimes gifts will not be paid up for a few years. This can affect planning and execution.
- **Budget** – Campaigns have costs associated with them; they do not happen for free. These can include materials, the use of consultants, special mailings and more. Be sure to plan accordingly. A sample budget is attached.
- **Opportunity to participate** – Making your gift. There are many ways through which parishioners can support the campaign. They include, but are not limited to letters, personal asks by a hired firm, personal asks by trained parishioners, group settings and home presentations, Sunday collections and more.
- **Keep parishioners informed** – Parishioners will have many questions – Why are we doing this in the first place? How were the decisions made that got us here? What is the goal? How will this fulfill our call to ministry? – Make sure you have an answer for them.
- **Track and record progress** – How do we know if we've made it? When will the cash come in? Is our bookkeeping in order? Keep good records and you can share the good news as you move through the effort.
- **Build enthusiasm and celebrate the victories** – We're building up God's Church! Have a party to celebrate your achievement. Take the time to thank people for their hard work and for their support. Use any opportunity to praise God for making this possible and to keep the focus on the goal of the campaign.

A Sample Campaign Budget

This is a rough idea of what a campaign can cost to run. They are not required expenses, but offer suggestions as to the types of costs that can come up when running a campaign. Your campaign's expenses might be higher or lower, depending on the scope of your campaign's activities. These do not include construction or financing costs that may be undertaken to get an actual building project underway.

Consultant	\$5,000 – 17,500	For planning study
Campaign Management	\$12,000 - \$50,000	For a consultant and/or part-time assistance in the parish office
Design fees	\$750	Design for a campaign logo or a special newsletter layout; may also be included in consultant's fees
Newsletters	\$1,000	Printing for special issues of a parish newsletter or newsletter inserts.
Letterhead and note cards	\$1,000	For correspondence, follow-up notes, pledge reminders, etc., may also include extra supplies of current stationery.
Brochure and presentation folders	\$2,000	Color piece with drawings of new church building along with case for support
Pledge forms and envelopes	\$250	Special envelopes and cards can be used
Postage	\$250	For special mailings to the parish
Equipment	\$1,600	A new computer and printer for the campaign (optional, depends on what the parish has already)
Events	\$1,200	Kick-off dinner, celebration picnic and/or other events.
Promotional materials	\$1,250	Posters or a "thermometer" also a memorial plaque in the new church to celebrate all who participated
TOTAL	\$26,300 – 76,800	

Other Factors to Bear in Mind

Campaign Models – Solicitation Methodology

- 100% personal visits, by a consulting firm OR 100% personal visits, by trained members of the parish
- Group settings such as dinners and receptions
- Direct mail
- Combination of methods
- Prayerful? More forceful?

Campaign Models – Administration

- Residentiary (on-site management by professional firm)
- Church staff plus part-time Campaign Administrator
- Volunteer Campaign Administrator

Using an outside fundraising consulting firm

- Models of Fundraising Firms – Sole proprietor, Large national and Various in between
- Firms may be used for conducting a planning or feasibility study only, a study and the campaign, or just the campaign. Ask them how they approach this.
- Check references – churches or other organizations with whom they have worked – ask hard questions. Ask the reference if they'd hire the firm again.
- Fees – Methods & Amount
 - Fixed pre-negotiated (plus expenses)
 - Related to church budget
 - Depends upon level of effort and administrative structure of campaign
 - Fees should NOT be a percentage of dollars raised
- The Diocese of Washington maintains a list of firms. Interview one firm representative of each model (or several within the preferred model) and decide which firm understands you and will do the best job for you.