

PILLAR FIVE

Providing an 'Over and Above' Opportunity for Expanding Mission and Ministry

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Capital Fund Drives

Capital campaigns are beneficial for two reasons. Because the focus is on stewardship, members grow in their understanding of Christian generosity. In addition, through a successful campaign, additional funds are made available for expanded mission and ministry.

A congregation working hard in ministry may eventually need to renovate, remodel, build or eliminate debt in order to continue effectively in its mission. These issues not only need proper planning, but they also need adequate financing.

In contemplating a capital fund drive, the congregation must be willing to work patiently through all the steps necessary to succeed:

- › **THE DEFINING STEP** — Justifying the need and defining the spiritual purpose for the project;
- › **THE REFINING STEP** — Specific plans allowing for questions, reactions, objections and consensus; and
- › **THE FINANCING STEP** — Intentional planning to keep the congregation as debt-free as possible, thus allowing for expansion in other vital areas of ministry.

In a three-year giving campaign, nearly all fundraising firms working in congregations will raise an average of one and a half times to two and a half times a church's annual contributions. Such positive results will more than justify the cost for services performed. With proven expertise, many fundraising consultants are able to properly prepare and educate a congregation so that the drive will not only provide necessary funding for the church, but it also will provide spiritual growth for the members.

When selecting a professional capital stewardship campaign consultant, it is recommended that you first consider the services of Capital Funding Services (CFS) of LCEF. CFS has conducted more than 1,000 campaigns since 1992. CFS campaigns generally raise from two to two and a half times the average annual contributions.

Phases of a Capital Campaign

A major campaign is a complex process that requires a well-ordered progression of activities. This outline is designed to inform leaders as they plan the project and recruit and empower a fundraising planning committee to provide volunteer and professional direction.

- › Phase I: Project Analysis
- › Phase II: Feasibility
- › Phase III: Planning and Organization
- › Phase IV: Activation of Campaign Plan
- › Phase V: Communication
- › Phase VI: Leadership and Advance Gifts
- › Phase VII: Public Kick-Off — Workers' Challenge
- › Phase VIII: Commitment Phase
- › Phase IX: Recognition and Celebration
- › Phase X: Follow Up

The suggested resource for capital campaigns is the Lutheran Church Extension Fund. Read more about LCEF Capital Funding Services at www.lcef.org.