



CAPITAL CAMPAIGNS 101

Tom Norwood, D. Min, CFRE

March 2014

A Picture is Worth a Thousand Words



HORIZONS STEWARDSHIP
For Those Who See Beyond

Presentation Topics

- General Observations about Capital Campaigns
- The Value of Capital Campaigns
- King David's Capital Campaign
- Laying the Foundation: the Feasibility Study
- Your Campaign's Pathway to Success
- Why a Consultant?
- Rules of Thumb
- Questions/Comments

HORIZONS STEWARDSHIP
For Those Who See Beyond

General Observations

- Three Pockets of Money
- Capital Campaigns in a Church Context

HORIZONS STEWARDSHIP
For Those Who See Beyond

The Value of Capital Campaigns

- Secures needed funds for major projects
- Gives leadership donors a vested interest in the success of the project
- Builds major gift donor base
- Increases visibility and credibility
- Builds volunteer leadership
- Unites congregation in a common (successful) cause

HORIZONS STEWARDSHIP
For Those Who See Beyond

King David's Capital Campaign

Psalm 132: 1-5 from The Message

- 1 O LORD, remember in David's favor all the hardships he endured;
- 2 how he swore to the LORD and vowed to the Mighty One of Jacob,
- 3 "I will not enter my house or get into my bed;
- 4 I will not give sleep to my eyes or slumber to my eyelids,
- 5 until I find a place for the LORD, a dwelling place for the Mighty One of Jacob."

HORIZONS STEWARDSHIP
For Those Who See Beyond

King David's Capital Campaign (cont.)

1Chronicles 29:1-9 from The Message

- 1 Then David the king addressed the congregation: "My son Solomon was singled out and chosen by God to do this. But he's young and untested and the work is huge—this is not just a place for people to meet each other, but a house for GOD to meet us.
- 2 I've done my best to get everything together for building this house for my God, all the materials necessary: gold, silver, bronze, iron, lumber, precious and varicolored stones, and building stones—vast stockpiles.
- 3 Furthermore, because my heart is in this, in addition to and beyond what I have gathered, I'm turning over my personal fortune of gold and silver for making this place of worship for my God:
- 4 3,000 talents (about 113 tons) of gold—all from Ophir, the best—willingly, freely! and 7,000 talents (214 tons) of silver for covering the walls of the buildings,

HORIZONS STEWARDSHIP
For Those Who See Beyond

King David's Capital Campaign (cont.)

- 5 and for the gold and silver work by craftsmen and artisans. "And now, how about you? Who among you is ready and willing to join in the giving?"
- 6 Ready and willing, the heads of families, leaders of the tribes of Israel, commanders and captains in the army, stewards of the king's affairs, stepped forward and gave willingly.
- 7 They gave 5,000 talents (188 tons) and 10,000 darics (185 pounds) of gold, 10,000 talents of silver (377 tons), 18,000 talents of bronze (679 tons), and 100,000 talents (3,775 tons) of iron.
- 8 Anyone who had precious jewels put them in the treasury for the building of The Temple of GOD in the custody of Jehiel the Gershonite.
- 9 And the people were full of a sense of celebration—all that giving! And all given willingly, freely! King David was exuberant.

HORIZONS STEWARDSHIP
For Those Who See Beyond

Lessons from King David's Campaign

- Personal, Passionate Commitment of the Leadership
- The Challenge to Join the Vision
- The Challenge to Give Based on Personal Example
- Take the Time to Celebrate the Victory
- Keep the Emphasis on Stewardship, Not Just on Giving

Robert S. Hallett, "King David-Fundraising God's Way"

HORIZONS STEWARDSHIP
For Those Who See Beyond

Laying the Foundation: The Feasibility Study

• BENEFITS

- Provides objective data to develop campaign strategy
- Financial projection of what church members may be willing to give
- Begins the process of garnering support for the campaign
- Discovers any issues/concerns that may be obstacles or assets; guidance for strategy
- Helps to identify potential leaders and lead donors

HORIZONS STEWARDSHIP
For Those Who See Beyond

Laying the Foundation: The Feasibility Study

• THE PROCESS

- Development of a vision statement
- Development of a survey instrument
- Personal interview with key prospects and influencers
- Focus groups and mail surveys
- Compilation of survey results and recommendations
- Report to Session

HORIZONS STEWARDSHIP
For Those Who See Beyond

Laying the Foundation: The Feasibility Study

• KEY QUESTIONS

- Is the congregation ready to support this project at this time?
- Do financial trends in your church reflect positively or negatively on your ability to raise funds now?
- Does your leadership support this project and the ministry it will enable?
- If you have multiple projects, what are the priorities of the congregation?

HORIZONS STEWARDSHIP
For Those Who See Beyond

Laying the Foundation: The Feasibility Study

- KEY QUESTIONS (continued)
 - What issues or questions need to be addressed prior to or during the campaign?
 - How much money is likely to be raised in your church for this project?
 - Is the congregation ready to proceed, or is there additional work that needs to be done to prepare them?
 - Who is ready to provide the necessary leadership to make the campaign successful?

HORIZONS STEWARDSHIP
For Those Who See Beyond

Your Campaign's Pathway to Success

PASTOR - CONSULTANT

- 30% - "compelling" vision
- 20% - top 5 major gifts
- 15% - leadership takes ownership
- 10% - advance gifts set pace
- 10% - congregational involvement
- 10% - solid communications
- 5% - general church gifts

100% - maximum response

HORIZONS STEWARDSHIP
For Those Who See Beyond

Why A Consultant? (Cost .5 - 5%)

- Raise on average 2 times more
- Pastor can focus on strengths
- Keeps congregation unified
- Expertise
- Improves overall stewards

HORIZONS STEWARDSHIP
For Those Who See Beyond

Rules of Thumb

- Two "windows" for campaigns
- When to use a consultant
- Expectations by campaign type
- Borrowing guidelines

HORIZONS STEWARDSHIP
For Those Who See Beyond

Questions/Comments

HORIZONS STEWARDSHIP
For Those Who See Beyond

Presenter's Contact Information

Tom Norwood, D.Min., CFRE

Horizons Stewardship

Email: tnorwood@horizonsstewardship.com

Phone: 704-756-8502

Website: www.horizonsstewardship.com

HORIZONS STEWARDSHIP
For Those Who See Beyond