

Is Your Church Ready for a Capital Campaign?

YES, YOU ARE READY FOR A CAMPAIGN IF:

- The church has identified specific and urgent needs.
- The church has developed and written a compelling case explaining the campaign goals.
- Lay leaders understand and embrace the long-term commitment of time and resources required for a successful campaign and recognize that fund raising is not only their responsibility, but a top priority.
- Board members and key volunteers have existing peer relationships with lead givers.
- The church communicates often (more than five times a year) with its donors, constituents and prospects using newsletters and other public relations tools.
- The project budget is as accurate as it possibly can be at this point in the planning process.
- Articulate, enthusiastic individuals are available to lead and to share the vision.
- The staff understands and supports the need for a campaign.
- All other funding opportunities have been examined before turning to the congregation for support.

WITH MORE PREPARATION, YOU COULD BE READY IF:

- The church is in the process of identifying specific and urgent needs.
- The church is developing a compelling case.
- Lay leaders are willing to learn more about the personal commitment and financial investment required as well as how to solicit gifts from their peers.
- Board members and key volunteers have access to lead givers and lead gift prospects.
- The church communicates occasionally (two to four times a year) with its donor base by newsletters, group meetings, occasional visits and through media outlets.
- The project budget is an estimate provided by professionals.
- Articulate, enthusiastic individuals are available on a limited basis.
- The staff is being educated about the need for a campaign.
- Other funding opportunities are being explored.

YOU SHOULD CONSIDER DELAYING A CAMPAIGN IF:

- The church must still come to consensus on priority needs.
- The church has not developed a compelling case.
- Lay leaders have a limited ability to make commitments, provide leadership or are still working to overcome their discomfort with solicitation and/or making financial donations.
- There are few or no relationships with lead givers or lead gift prospects.
- The church does not have a public relations plan and communicates infrequently with its constituency.
- The project requires more accurate financial projections before sharing a budget.
- No one is available to lead, make decisions or share the vision with the congregation.
- The staff is not aware that a campaign is being considered.