

CHAPTER 10

CAPITAL FUND CAMPAIGNS

A congregational campaign to raise money for significant staff, program or facilities expansions is a special and infrequent event in the life of a congregation. It should emphasize prayerful consideration, thorough planning, abundant communication and nearly always can benefit from the expertise of an outside consultant familiar with church capital fund raising. This chapter of the Handbook presents information intended mainly for congregations in the very early planning or consideration stages of a capital fund campaign. Two types of information are presented; 1) Some recommended capital fund campaign considerations before the effort really begins and 2) The names of some specific organizations and resources from which additional information may be obtained.

Recommended Capital Fund Campaign Considerations/Recommendations

1. The campaign should receive prayerful consideration by both the congregation leaders and the congregation at large.
2. Thorough, early, detailed planning is critical and commonly includes six phases:
 - I Congregational readiness assessment
 - II Pre campaign activity
 - III Beginning of in-house activity
 - IV Advanced Gifts solicitation
 - V Congregation Gift solicitation
 - VI Follow up
3. Make the need for the campaign very visible and connect it clearly to the congregation's mission
4. Stimulate and test the interest support and enthusiasm of the members for the project.
5. An outside consultant will nearly always **save** the congregation money and help to avoid disappointment
6. Using readily available demographic data, the congregation's potential for supporting the campaign should be determined.
7. The Synod and ELCA church wide office can be of significant help to congregations considering capital fund campaign. Information can frequently be obtained by a telephone contact.
8. Continuing attention should be given to the ongoing ministries and programs of the congregation during and after a capital campaign.

Consultants/Organizations For Capital Fund Campaigns

There are many consultants and organizations to choose from and the list presented in Appendix C includes some of those more frequently used by ELCA congregations. One of the important consideration in selecting a consultant is the emphasis they give to stewardship education as a part of their program.; i.e. there are many consultants which focus primarily on raising the money.

As a general rule of thumb, most fund-raisers fees amount to 9%-10% of the campaign goal. Those supported by the ELCA church-wide office are exceptions to this rule and are noted in the appendix by **

Also included in Appendix C is a list of questions that can aid a congregation in the interview and selection process when considering the use of an outside consultant.

