



## HOW TO CONDUCT A THIMBLE-SIZED (mini) CAMPAIGN

---

Raise \$100K, or more, In Just 8 Weeks

### Preparation

- Recruit 5 – 7 member Leadership Team  
Team Role Description: Assist in developing resources; invite lead gift(s); share *Mission Moments* in worship.
- Outline Objective(s) – Called the Case for Support
- Determine Goal

### Weeks 1 & 2 – Develop Plan with Leaders

- Introduce campaign objective(s) and financial goal – Case for Support
- Establish Timeline: Campaign Launch and Gift Sunday dates
- Prepare Case for Support – One page (2 sided)
  - Pastoral Letter – Includes campaign objective(s); financial goal; how the campaign will benefit the mission & ministry of the church; encourage one-time gifts from Appreciated Assets.
  - Chart of Needed Gifts
  - Making a Gift from Appreciated Assets
  - 7 Steps for How To Make Your Gift
- Campaign leaders prepare for *Mission Moments*. Content: What my faith, this church, and this special appeal mean to me.

### Week 3 – Printing

- Print Case for Support and Gift Form
- Purchase (quantity for entire congregation)  
9 X 12 envelopes (campaign packet)  
No. 10 envelope for returning Gift Form
- Announce campaign launch in digital communications

#### **Week 4 – Launch Mini Campaign**

- 1<sup>st</sup> *Mission Moment*: Worship announcement to launch mini campaign. Include mini campaign prayer in “prayers of the church” each week
- Invite 100% participation from Congregation Council/Session/Staff
- Ask prospective donor(s) for a 10% lead gift – 1 or 2 lead gifts will increase feasibility success

#### **Week 5, 6, & 7 – Communications**

- Direct mail mini campaign packets in week 5 – Contents: Inspirational pastoral cover letter; case for support; Gift form; return envelope.
- *Mission Moment* each week in worship – Content: What my faith, this church, and this special appeal mean to me.
- Include mini campaign prayer in worship
- Announce “early” gift progress each week in worship and digital communications
- Ongoing mini campaign “awareness” in digital communications

#### **Week 8 – Gift Sunday**

- Provide Gift Forms in the pews/chairs
- Receive Gift Forms in worship

#### **Follow-up**

- Share gift response totals with the congregation following Gift Sunday. Thank the congregation for their gifts and prayers.
- Write thank you notes to all contributors
- In the weeks following, communicate how the mini campaign funds are being used