

## FREQUENTLY ASKED QUESTIONS

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### ***What is a Thimble-sized (mini) campaign?***

A mini campaign provides an opportunity for members/friends to make a one-time contribution to the financial needs of the church for a specific purpose.

### ***When is it appropriate to conduct a mini campaign?***

Mini campaigns typically work best when there is a one-time cost that the church is facing for a specific project, immediate need, or ministry – different from those covered in a large-scale capital campaigns.

Examples include:

- A building project – A leaky roof; new boiler; necessary renovations; organ refurbishment, etc.
- A mission/ministry project – Camp scholarships, youth/adult mission trip; food or other outreach programs; etc.
- Extraordinary times – During natural disaster

### ***How often can you conduct a Thimble-sized (mini) Campaign?***

Perhaps once every three years, or so, unless compelling circumstances warrant more often. Too many mini campaigns can interrupt regular income streams, particularly if they become a normal occurrence.

### ***Are “lead gifts” needed in a mini campaign?***

Yes. The top of the Gift Chart needs to include:

- one gift of 10% of the goal
- one gift of 7% of the goal, and
- three gifts of 5% of the goal.

The top gifts will ensure the feasibility of successfully raising the goal amount.

### ***How can we encourage “lead gift” contributions?***

Ask. Schedule a few contacts/visits with members who might be capable of making a lead gift. Most often these are folks who are your most generous givers to the annual fund appeal and/or members who are retired with appreciated assets.

Visits need to “make the case” for the appeal. Introduce the Chart of Needed Gifts and ask the member if they could prayerfully consider one of the top three gifts. Briefly explain that lead gifts, received early, will build confidence with the congregation for the campaign and lift other’s sights in making their gift decision.

Do not ask for a response on-the-spot (unless it is offered!). However, receiving a gift commitment in a week, or so, will help build confidence in the campaign.

Someone may ask if they can provide a “challenge gift”. A challenge gift typically is a dollar-for-dollar match. Challenge gifts can be confidence builders, as well.

### ***Can a mini campaign support a budget shortfall?***

Be very careful on this one! It may be appropriate to hold a mini campaign to meet a budget shortfall, but only after all regular stewardship practices and realistic budgeting efforts have been exhausted. While it may solve the current year’s financial problem, unless other changes occur in the church’s income and giving patterns, the problem will be there next year.

### ***Can a mini campaign be run concurrently with the Annual Stewardship Appeal?***

It is not recommended. That said, in professionally run Capital Campaigns, often the Annual Stewardship Appeal and Capital Campaign are combined and conducted concurrently. Professionally run campaigns have experience with how to message this approach and are aware of the roadblocks. It is best to keep the mini campaign clear, concise, compelling, and urgent.

### ***Can gifts be fulfilled over time?***

No, this is not the goal of a mini campaign. This is a one-and-done campaign. Typically, the funds are needed relatively quickly for the purpose they are being raised. If someone needs a few weeks to pull together the funds, that’s fine. However, the mini campaign is not designed for a three-year fulfillment period like a larger scale capital campaign.

### ***How do we know when we need a capital campaign?***

The rule of thumb is that whenever you need to raise one time your annual giving, or more, you need to consider a capital campaign.



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

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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

## Mini Campaign to Rebuild & Repair Our Church Roof

Church Logo

Dear Members and Friends of \_\_\_\_\_ Church,

*As you know, recent storms have heavily impacted our community. Our main sanctuary and offices have sustained substantial damage. We are working diligently with the insurance adjusters on these issues, but it appears as though we will still face some steep repair costs in order to get the job done right.*

***To keep our church in the best possible shape to be a welcoming place and serve our community, we are turning to our congregation by launching a mini campaign asking for your support.***

*The quoted amount for repairs is \$ [amount]. Our insurance plan will cover [percentage] %, leaving us to pay the balance of \$100,000. This is beyond our budget and savings we have for repairs. We prefer not taking out a loan, if at all possible.*

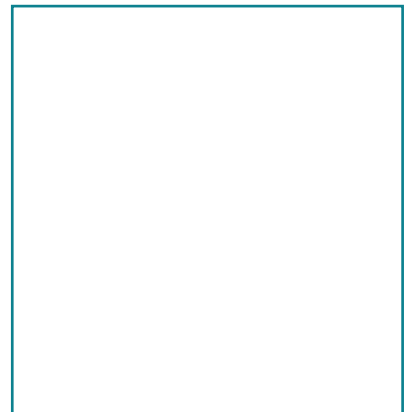
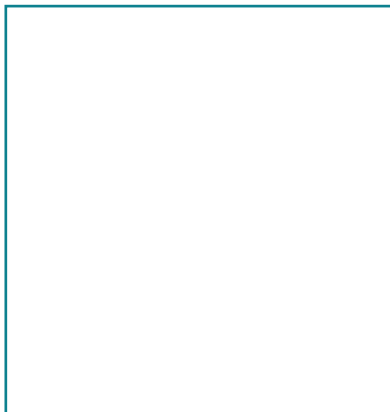
*This mini campaign is to raise as much as possible of the amount needed to complete the work. We are asking for one-time “stretch” cash gifts. Gifts can also be received from stock transfers, IRA distributions, Donor Advised Funds (DAF’s), and contributions from Required Minimum Distribution (RMD) funds. All gifts are tax deductible. Feel free to contact the church if you need assistance in determining how you can make a special gift or talk with your attorney/accountant.*

***We ask for your prayers and thank you for your contributions to rebuild and repair the damage done to our church facility.***

God’s Blessings,

Pastor

Picture Placeholders to Communicate  
Roof Rebuild & Repair Needs



## CHART OF NEEDED GIFTS TO RAISE \$100,000

Based on the contributing membership of our congregation, this table illustrates the gifts that will be needed to raise the full amount to repair and rebuild our roof.

Number of Gifts Needed	Amount of Gift
1 gift of	\$10,000
1 gift of	7,500
5 gifts of	5,000
7 gifts of	3,000
7 gifts of	2,500
9 gifts of	1,000
15 gifts of	500
20 gifts of	250
All other gifts	

## MAKING A GIFT FROM AN APPRECIATED ASSET

Give more than you thought possible. This is the benefit of giving from an appreciated asset. Consider the following opportunities:

- Stock transfer
- Gift from a mutual fund or bonds
- IRA Charitable Distribution through a Qualified Charitable Distribution
- Gift from a Required Minimum Distribution (RMD)
- Gift from a Donor Advised Fund (DAF)

Gifts given from appreciated assets are considered charitable contributions and have tax advantages. Please contact your attorney/account to assist you.

## 7 STEPS TO PREPARE FOR MAKING YOUR ONE-TIME CASH GIFT

1. Read Pastor's letter
2. Pray about what you are personally grateful for through the ministry of \_\_\_\_\_ Church
3. Review the Chart of Needed Gifts
4. Consider making a one-time "stretch" gift from your assets. Discuss this option with your attorney/accountant
5. Complete the enclosed Gift Form
6. Enclose a check made out to \_\_\_\_\_ Church
7. Bring your form to worship on Gift Sunday, November \_\_\_\_, drop it off at the church office or mail it.

Church Logo Here

**CHURCH NAME**  
**MINI CAMPAIGN GIFT**

Name(s): \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

**MINI CAMPAIGN GIFT**

I/we enclose a total gift of \$ \_\_\_\_\_ for the Mini Campaign to repair and rebuild our church roof.

**OTHER WAYS OF GIVING**

I/we would like information about giving my gift from:

- Appreciated Assets - IRA Distribution, Required Minimum Distribution, etc.
- Transferring a Stock Gift to the Church
- Donor-Advised Fund (DAF)

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

*Please make checks payable to CHURCH NAME*  
*Your gift is tax deductible*  
*Thank you for your gift. Your gift makes a difference!*