

# For Generations to Come

Preparing for and Launching  
a Capital Campaign

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# Welcome & Introductions

- ▶ Rev. Michael Erwin
- ▶ Executive Director, Church Campaign Services
- ▶ Pastor of St. Peters UCC, Evansville, IN
- ▶ Ordained by Greater Atlanta Presbytery, 1995
- ▶ Professional Fundraiser since 2010

# Objectives for Today

## Demystify

Demystify the  
Capital Campaign

## Assess

Assess Your  
Church's  
Readiness for a  
Capital Campaign

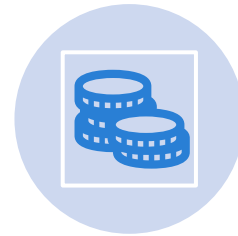
## Introduce

Introduce Tools  
for Planning and  
Execution

# What Is a Capital Campaign?



Time-limited,  
focused effort to  
raise funds



Different from  
annual giving,  
draws on assets



Not just about  
money, but about  
vision & mission



Use: The Five  
Whys

# Campaign Phases

Readiness

Leadership

Congregational

Fulfillment



# Laying the Groundwork: Readiness



Assemble the team



Craft a compelling  
case

# Engaging the Congregation



Strengthen relationships through storytelling



Use visuals, history, hope



Train lay stewards for personal visits



Expect resistance - respond with transparency

# The Power of One-on-One Conversation

People give  
to people  
they trust

The personal  
ask is the  
key

This is  
sacred work

This is an  
invitation...

...to be part  
of something  
meaningful

# Is Your Church Ready?



Spiritual, leadership,  
and financial  
readiness



Trust is essential



Use a readiness  
checklist or study

# Q&A and Group

- ▶ Discussion

# To Recap

Readiness  
matters.

Planning builds  
trust.

People give  
when the  
mission is clear.

You're not  
alone in this  
work.

Thank you and  
blessings on  
your journey.

# Stay Informed and Inspired

▶ [www.churchcampaignservices.org](http://www.churchcampaignservices.org)



# Stay in Touch - Email

▶ [Michael@churchcampaignservices.org](mailto:Michael@churchcampaignservices.org)

