

Diocese of Western North Carolina  
Capital Campaign Roundtable #1, April 22, 2024  
with the Rev. Rob Wood, Rector of Good Shepherd, Cashiers

1. Welcome and Prayer
2. Introductions and Hopes (your name and name of church in the chat, please)
  - a. Also in the chat answer this: "Why are you thinking about a capital campaign?"
3. My history and experience
4. Keeping it spiritual: Book of Common Prayer
  - a. Start with Thanksgiving: BCP pg. 836
  - b. Remember all these prayers: BCP 827, #38; BCP 824, #29; BCP 259, #III; BCP 388, Form IV;
5. Three Types of Giving: Annual Stewardship (one year); Planned giving (future gift); and Capital Giving (over and above annual giving; 3-5 year giving term). See more at <https://www.ecfvp.org/blogs/3536/three-types-of-giving>

### Capital Giving

**Capital campaigns come along much less frequently – every five, ten, or more years.** (I had one congregation tell me that they had not conducted a capital campaign in over 60 years!) The reason is that capital campaigns identify and raise funds for an extraordinary project or projects. Perhaps the roof needs replacing, a new building must be built, the organ needs replacing, a new ministry or staff position requires seed funding, the endowment must be established or increased, or debt must be reduced. All are viable projects for a capital campaign.

**In making a pledge to the capital campaign, individuals are asked to make a pledge above and beyond their annual stewardship pledge,** which means that **people often give from their assets to the church.** These pledges are to be fulfilled in a longer amount of time than the annual stewardship pledge, as well; often the pledge pay-out period is 2-5 years, though some households choose to give a lump sum contribution.

To continue the story, once we talked about the various types of projects that could be included in a capital campaign and that the large, extraordinary investments made at that time can help a congregation to live more fully into what God is calling them to do and be in this world, there was palpable excitement in the room. Talking and educating about the types of fundraising had begun to transform fear into possibility!

#### Capital Giving Cheat Sheet:

- What: written pledge for a specific financial contribution
- When: once every five, ten, or more years
- Why: to fund a specific (set of) extraordinary project(s)
- How much: it is reasonable to ask for as much as 2-3 times an individual household annual stewardship pledge; often gifts come from assets, not income

6. Resources for you and your Congregation
  - a. Episcopal Church Foundation and Vestry Papers (ECF)
    - i. Capital Campaigns  
<https://www.ecfvp.org/topics/topics/37/capital-campaigns>
    - ii. Asking and Asking Rightly  
<https://www.ecfvp.org/blogs/3532/asking-and-asking-rightly>
    - iii. Fear Not the Capital Campaign  
<https://www.ecfvp.org/blogs/3272/fear-not-the-capital-campaign>
    - iv. Feasibility Study is more than dollars and sense  
<https://www.ecfvp.org/blogs/3201/the-feasibility-study-more-than-simply-dollars-and-cents>
    - v. ECF's 5 Resources for Capital Campaigns  
<https://www.ecfvp.org/blogs/3520/ecfs-5-resources-for-capital-campaigns>
    - vi. The Basics of a Capital Campaign (Webinar/Video)  
<https://www.ecfvp.org/webinars/87/basics-of-a-capital-campaign-2>
    - vii. Communication is Key in a Capital Campaign  
<https://www.ecfvp.org/blogs/3437/communications-is-key-in-a-capital-campaign>
  - b. From Carey Nieuwhof Campaign Group: Best practices  
<https://careynieuwhof.com/church-giving-campaign/>
  - c. Diocesan Website, our Stewardship page  
<https://www.diocesewnc.org/steward-gods-gifts>
  - d. TENS (mainly regular stewardship) PW: *Ephesians5:2*
7. Some Consultant Companies
  - a. Core Capital Campaigns <https://corecapitalcampaigns.com/>
  - b. Fellowship Development has helped St. Luke's, San Francisco; Trinity Episcopal Cathedral, Omaha, Nebraska:  
<https://fellowshipdevelopment.com/>
  - c. Generis Campaigns <https://generis.com/capital-campaign/>
8. Anything to add?
9. What can we do to support you?



*... strengthens the leadership and financial capabilities of Episcopal congregations, dioceses and communities of faith to pursue their mission and ministry*



## The Spirituality of Fundraising

(Upper Room Books-2010)

“People have such a need for friendship and for community that fund-raising has to be community-building. I wonder how many churches and charitable organizations realize that community is one of the greatest gifts they have to offer. If we ask for money, it means we offer a new way of belonging.”

Henri J. M. Nouwen

## Resources to Fund Mission and Ministry

### Three Sources

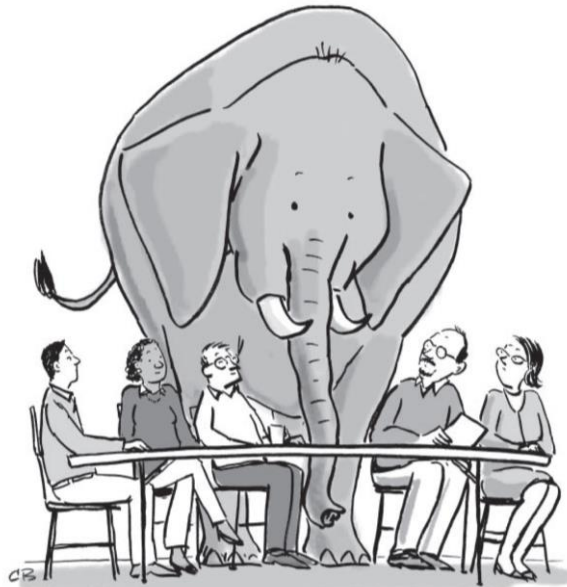
- Annual Stewardship (Annual Giving)
- Capital Giving (Extraordinary Giving)
- Planned Giving (End of Life Giving)

*"Where your treasure is, there your heart will also be."*

--Matthew 6:21



Are we  
ready for  
a capital  
campaign  
?



*Someone in the vestry finally addressed the elephant in the room.*



## A Successful Capital Campaign

Discernment	Study	Ask
<ul style="list-style-type: none"> <li>- Visioning</li> <li>- Prayer</li> <li>- Involvement</li> <li>- Planning</li> <li>- Communication</li> </ul>	<ul style="list-style-type: none"> <li>- A Formal Feasibility Study</li> <li>- Communicate the Results</li> </ul>	<ul style="list-style-type: none"> <li>- The Solicitation Process</li> <li>- Thanksgiving</li> <li>- Implementation</li> </ul>

3 separate stand-alone contracts

## Discernment/Vision Communication/Formation



What is God calling you to do, or be in this community?

What do you need to fulfill the vision?

*"Without a vision, the people perish."*  
-- Proverbs 29:1-18





## Discernment: Creating Ownership and Involvement

- Involve others to examine those needs in detail
- Communicate a collective plan for your ministry (broadcasting and narrowcasting)



## Discernment: Nitty Gritty

- Small group & all parish meetings
- Individual meetings
- Consult professionals
- Project plans with costs
- Ongoing communication throughout process
- Proposed plans & costs shared with congregation
- Final plans approved by vestry







## Discernment side effects

- The past is appreciated and celebrated
- The “way we’ve always done it” is examined and challenged
- New dreams are identified
- Low-hanging fruit is identified
- Congregation is engaged and empowered for future mission



## Feasibility Study

- Measures awareness & support
- Identifies attainable goal
- Identifies volunteers
- Prioritizes projects
- Weighs intangibles that may affect your campaign
- Shows the will of the congregation, in black and white, to all





## Capital Campaign: the final phase

### Four to Six month process

- Final projects are presented in a compelling brochure
- Leaders and gift workers are recruited
- People are invited to be a part of the exciting future of your church and congregation
- Success is celebrated, new energy is viral, and mission is strengthened



## Positives of a consultant

- Depth & breadth of experience
- Neutral, confidential oversight
- Accountability & timeliness
- Higher goal potential
- Adherence to highest ethical standards

