

THE CAPITAL CAMPAIGN FUNDRAISING PROGRAM FOR SMALL CHURCHES

The benefits of professional consultants at a price your church can afford.

"This system is fantastic. If you follow the instructions, you'll raise more money than you ever thought you could."

—The Episcopal Church of the Holy Communion, University City, Missouri

The Capital Campaign Fundraising Program For Small Churches is a proven system to help your church successfully conduct its capital campaign of \$500,000 or less. Unlike other fundraising services, *The Capital Campaign Fundraising Program For Small Churches* cost-effectively combines do-it-yourself materials with ongoing assistance from a professional consultant.

Many churches have important capital needs but know that effective fundraising can be complicated. Determining the congregation's fundraising potential, choosing appropriate campaign leadership, setting time-tables and goals—these and other elements of capital campaigns can be challenging and frustrating tasks. While your church may understand the benefits of professional fundraising assistance, the customary consulting fees are prohibitive.

Many procedures are known to dramatically increase a church's campaign success. Without experience in the nuances of conducting a capital campaign, even the most dedicated leaders and volunteers may not achieve the campaign's goal. An

HOW THE PROGRAM WORKS

The Capital Campaign Fundraising Program For Small Churches is both a fundraising system and an education program. Detailed instructions direct each volunteer in his or her responsibilities. This makes the program very easy to understand and use, even for people with limited fundraising experience. Your consultant helps you build the skills necessary for success and is available to give advice as needed or answer the many questions that arise during the campaign.

The program is flexible. Many of the steps offer alternative methods for specific fundraising activities. Your church decides which option best meets its needs and reflects the unique personality of its members. In addition, the program's printed materials are personalized for each church. These features

experienced consultant can help your church's leadership create the conditions necessary for success and avoid the problems that lead to unsatisfactory results.

This program can help you achieve maximum fundraising success with a modest investment—an investment that pays for itself by significantly increasing your campaign's potential for success. From the preliminary stages of needs identification and analysis through pledge accounting and collections, *The Capital Campaign Fundraising Program For Small Churches* supplies detailed, step-by-step instructions for managing your campaign.

An experienced consultant is available from planning through celebration of your church's success. Your consultant provides assistance by telephone, e-mail, and fax as well as on-site. Worksheets, planning charts, timetables, forms, and other tools also help guide the church's leadership during each campaign phase.

foster congregational ownership in the campaign while recognizing that each church has special requirements. However, although each situation is different, there are certain fundraising practices critical to success in every campaign. Those procedures that should be followed without alteration are clearly indicated.

Early in the planning process your consultant will visit your church. At that time, he or she will meet with church and campaign leadership to give direction and provide assistance as needed. The consultant also returns to the church for training in solicitation techniques and to assist with other matters vital to the campaign's success.

Personal Service

Your consultant guides your church throughout the planning and implementation of your church's campaign. He or she provides assistance by telephone, e-mail during the campaign's planning phases and on-site as the solicitation phases begin. Depending on your church's needs, the consultant may work with campaign leadership, individual volunteers, or conduct a training workshop for key campaign solicitors. Training sessions are encouraged because they help alleviate fears in face-to-face solicitations. Volunteers also learn ways to encourage larger gifts and motivate uncommitted donors. Difficult as well as typical situations are addressed.

MATERIALS YOU'LL RECEIVE

Pre-campaign Planning Guide

Designed for the church's clergy and volunteer leadership, this handbook details the necessary steps to be taken before starting a campaign and suggests ways to avoid common mistakes. It gives vital information on:

- the principles of successful fundraising
- conducting a congregational self-assessment
- evaluating your church's fundraising potential
- creating a detailed plan of action
- building ownership in the plan
- establishing and documenting needs
- setting realistic goals and schedules
- selecting strong leadership
- involving and motivating prospective major contributors.

Campaign Chairperson's Manual

This step-by-step guide for the campaign chairperson provides the framework as well as detailed instructions for every aspect of the capital campaign. It includes sample plans, schedules, checklists, and worksheets to keep the campaign organized. The manual gives instructions for:

- building a strong volunteer organization
- determining suggested giving levels
- identifying the number and size of gifts needed
- establishing a cost-effective budget
- preparing campaign literature
- directing the solicitation phases
- setting campaign policies
- monitoring and communicating results
- recognizing donors
- setting campaign follow-up procedures.

Executive Committee Handbook

This is a planning tool for your campaign's most valuable resource, its volunteer leadership. It presents a plan of action, schedules, and other information to show how the campaign committees- working with unity of purpose- can be most effective. The handbook also contains:

- an introduction to capital giving
- job descriptions for committee chairpersons
- answers to typical questions about the campaign
- the campaign budget
- the number and size of gifts needed to reach the goal
- a description of different types of different ways to support the campaign

Volunteer Solicitor's Handbook

This presentation guide, which is used for solicitation training sessions, leads your campaign volunteers during their personal visits to prospective donors. Customized specifically for your church, the handbook covers preparing for calls, asking for gifts to the campaign, and following up. Contents include:

- an overview of the campaign's phases
- answers to typical questions from prospective donors
- suggestions for making the initial approach
- guidelines for making effective visits
- scripts for typical calls and visits
- descriptions of alternatives to cash gifts and pledges
- ways to plan and budget a generous gift

AFFORDABLY PRICED

Consulting firms typically charge \$30,000 to \$60,000 plus expenses for a church campaign requiring six to twelve weeks of on-site service. *The Capital Campaign Fundraising Program For Small Churches* gives you many of the same benefits at a substantially lower price. The program is affordable because your church's volunteer leadership, not the consulting firm, directs all day-to-day activities. Your congregation can have the tools it needs to successfully plan and complete its campaign for as little as \$5,000.

For that amount, your church will receive the *Pre-Campaign Planning Guide*, *Campaign Chairperson's Manual*, *Executive Committee Handbook*, and *Volunteer Solicitor's Handbooks*. Eight hours in telephone consulting and two on-site visits by your consultant also are included. Expenses for telephone, postage, delivery, and the consultant's travel expenses are billed separately. Additional telephone consulting and on-site help are available at reasonable fees if your church wants services beyond those included with the basic package.

SATISFACTION ASSURED

Although we cannot guarantee your church will reach its campaign goal, we promise you will be satisfied with our products and services. Your church pays in several installments and only as campaign materials and services are delivered. In addition, your church may cancel at any time.

THE ORGANIZATION

Northrup Consulting has partnered with Mike Stephenson, the author and developer of *The Capital Campaign Fundraising Program For Small Churches*, to meet the specific needs of smaller churches and other not-for-profit organizations. The firm offers a full range of consulting services, including strategic planning, annual giving programs, capital campaigns, and planned gifts. The company's services are driven by the belief that each organization has unique concerns and circumstances that are best addressed through personal service.

Our principals have been successful in staff, volunteer, and consulting roles with both secular and religious organizations. As a result, our approach to fundraising is comprehensive, i.e., it looks at the whole organization and considers both long-term and short-term needs.

For more information about *The Capital Campaign Fundraising Program For Small Churches*, please call, write, or send an e-mail message. Your request will be answered promptly.

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