

KEYS TO SUCCESSFUL CAPITAL CAMPAIGNS

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BIBLICAL OUTLINE

1 Chronicles 28-29

Goal: Build the Temple to honor God

“For Who are we that we should be able to make this freewill offering? For all things come from you, and of your own have we given you.” *(vs 13-14)*

BIBLICAL MODEL

- **God inspired Vision:** "Build a house as a place of rest for the ark of the covenant of our Lord," "all of this, in writing at the Lord's direction he made clear to me." 28:2 & 19
- **Cast the Vision among leaders:** "David summoned all the officials of Israel." 28:1 and shared what God has placed on his heart.
- **Recruit, introduce and empower your first followers:** "It is your son Solomon who shall build my house and courts for I have chosen him." 28:6 Then David gave his son the plan...., David said further "Be strong and of good courage." 28:11 & 20.
- **Pastor shared their commitment first:** "So I have provided for the house of my God, so far as I was able..." 29:2-5

BIBLICAL MODEL

- **Invite your leaders to give first:** “Who will offer willingly, consecrating themselves today to the Lord” 29:5
- **No compulsion to give:** “The leaders of the ancestral houses gave their free-will offerings...” 29:6
- **Layer your giving asks:** “... as did also the leaders of the tribes, the commanders of the thousands and of the hundreds and...” 29:6

BIBLICAL MODEL

- **Share the pastors and leaders gifts:**
29:2-5, 7-8.
- **Celebrate:** “Then the people rejoiced because these had given willingly, for with a single mind the had offered freely to the Lord” 29:9
- **Give thanks to God!**

BIBLICAL MODEL

"Now Lord we give you thanks, and praise your glorious name. But who and I and who are my people that we should be able to give as generously as this? Everything comes from you, and we have only given you what comes from your hand." 29:13-15

MATTERS OF TIMING

- **Planning and leadership gifts (Quiet Phase)** can be done year around.
- **The Public Phase** (things to consider):
 1. Christmas
 2. Easter – Spring Break
 3. Summer – School
 4. Snowbirds

Do We Need Outside Help?

(Cost .5 – 5%)

- If you need more than 1x budget
- If you want to raise twice as much
- If you want your pastor to focus on her/his strengths

Other advantages:

- Feasibility Study
- Unity and avoiding mistakes
- Protecting annual ministry giving
- Improve overall stewardship

CHOOSING OUTSIDE COUNSEL

- Cost vs Return on Investment?
- Do I want to spend time with her/him?
- Experience with my tribe?
- Spiritual development or fundraising?
- Feasibility Study?
- Consultant Led vs Directive Coaching?
- Do they guarantee their work?

COMMON REASONS FOR FAILURE

- No Inspired Vision
- No Feasibility Study
- Pastor not 100% committed
- No or inadequate leadership gift development plan
- Recruited wrong leaders
- Goal wrongly set
- Lack of trust (past behavior)
- Internal conflict
- Got in a hurry

Your Campaign's Pathway to Success

30% - "compelling" vision

20% - top 5 major gifts

15% - leadership takes ownership

10% - leadership gifts set pace

10% - communication Plan

10% - congregation involved

5% - general church gifts

100% - maximum response

} Leadership
Team

Don't Major
in Minors



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