



# Capital Campaigns Part 2

## Greg Gibbs



**Generosity**  
by LifeWay.

## Capital Campaign Readiness Part 2 - How to engage people Spiritually and Relationally

### Notes

#### 7. Teams

- Biggest Challenge: Recruiting Busy People
- Primary Concern: Staff vs Volunteers
- Key Features: Ownership and Help

Are we inclined to use teams to accomplish aspects of the campaign?

What are the teams we want to create?

How much should the staff be involved?

#### 8. Training

- Biggest Challenge: Right Amount, Timing, and Pace
- Primary Concern: Job Descriptions and Objectives
- Key Features: Creates Energy & Advocacy

What could happen if we had a few great training meetings with some of the best and most involved people at the church?

What is the right mix of both spiritual encouragement to these teams as well as the practical training regarding their role in the campaign?

#### 9. Discipleship

- Biggest Challenge: Engaging People on Spiritual Journey
- Primary Concern: Use of Curriculum (or not)
- Key Features: Spiritual growth and progress

How can we use the current venues of discipleship to teach and encourage right-thinking about the journey of the capital campaign?

Should we create a special curriculum? Who would use it?

#### 10. Segmentation

- Biggest Challenge: Strategy for Each Segment
- Primary Concern: How to Engage the top 20%
- Key Features: Effective Use of Energy

Are we ok with having different kinds of meetings for different kinds of givers?

Have we ever approached givers in a segmented manner?

What is our current approach to discipling givers differently depending on whether they are non-givers, infrequent givers, tithers, sacrificial givers or major givers?

### 11. Events

- Biggest Challenge: RSVP Process
- Primary Concern: How many at what size?
- Key Features: Information and Inspiration

What would be the best approach to meetings or events that are outside the worship service?

Have we had success in certain formats and locations before for other initiatives?

What is our current approach to discipling givers differently depending on whether they are non-givers, infrequent givers, tithers, sacrificial givers or major givers?

### 12. Follow-Up

- Biggest Challenge: Perseverance
- Primary Concern: An Effective Strategy
- Key Features: Pledge Retention

How will we keep people informed?

How will we show gratitude?

Is it possible to build in an "ask" down the road so that new people to our church could help us finish strong?



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After 15 years of consulting and having raised over \$150M for various churches, Greg joined Auxano in late 2016 as a Lead Navigator. He helps senior leadership with vision clarity, long-range planning, and Resourcing through capital campaigns and generosity development. He is

the author of [Capital Campaign Playbook: An Insider Look at a Church Consultant's Game Plan.](#)