



Capital Campaigns Part 1

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Generosity
by LifeWay.

Capital Campaign Readiness Part 1 - How to engage people Spiritually and Relationally

Notes

1. Case for Support

- Biggest Challenge: Communicating with precision and clarity
- Primary Concern: Connecting Projects with Vision
- Key Features: What are you doing?

Why are we doing this?

How will it impact our future?

Do we have clarity around our church's vision for the future?

2. Calendar

- Biggest Challenge: Competition with Existing Patterns
- Primary Concern: Commitment or Pledge Sunday
- Key Features: Meetings, Trainings, Events, Worship

What is the likely time of year we will do the public phase of the campaign?

What will be our biggest challenge when it comes to clearing the calendar to give the campaign proper emphasis?

3. Communication

- Biggest Challenge: Copy Writing and Content
- Primary Concern: In House or Outsourced Leadership
- Key Features: What are you doing?

Why are we doing this?

How will it impact our future?

Do we have clarity around our church's vision for the future?

4. Branding

- Biggest Challenge: Eye-Catching without going overboard
- Primary Concern: Choosing a Title
- Key Features: Color and Design Palette

What is the primary focus or benefit of the campaign and do we have some possible titles that come to mind?

Who has an eye for this and can give us the branding ideas that really fit our church?

Notes

5. Target

- Biggest Challenge: Assessing and Estimating Correctly
- Primary Concern: To Not Stretch Too Far
- Key Features: A Goal or Tiered Goals

Have we considered a formal assessment to make sure we are operating with a realistic target?

Is it possible that we have set the target in our minds as “what we need” for our projects as opposed to what people will likely give?

How can we make this a faith-filled journey for our church?

6. Pastor

- Biggest Challenge: Calendar Impact
- Primary Concern: Energy and Health
- Key Features: Messages and Meetings

Has the senior pastor done a campaign before?

What were the good and bad experiences?

What are the best ways to flex the pastor’s calendar for best health and impact?

Are there others that can bear some of the weight on behalf of the pastor?



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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.](#)