

SMALL Capital Campaigns

Presenter: John Wray. John is a seasoned professional in church capital campaigns. He is currently consulting with the Presbyterian Foundation on how churches can conduct a small or mini- capital campaign.

A stewardship webinar of



National Capital
PRESBYTERY
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BEING RECORDED:

This will be recorded and provided to attendees after the presentation.

QUESTIONS & ANSWERS

Please use the Q&A box to ask questions. The host will post these questions to the speaker after the main presentation is complete.

QUIZ

(Quest. 1 of 4)

Capital Campaigns: How often?

- ☐ Every Year
- ☐ Every 3 Years
- ☐ Every 10 Years
- ☐ Try for never

QUIZ

(Quest. 2 of 4)

How much can we raise?

- ☐ Whatever we want
- ☐ Double the pledge of our top ten households
- ☐ 1X annual contributions
- ☐ 5X-10X annual contributions

QUIZ

(Quest. 3 of 4)

How long do they last?

☐ Feels like forever

☐ 4-6 months

☐ 18 months

☐ 36 months

QUIZ

(Quest. 4 of 4)

Is a mission component imperative?

☐ YES

☐ NO

☐ MAYBE

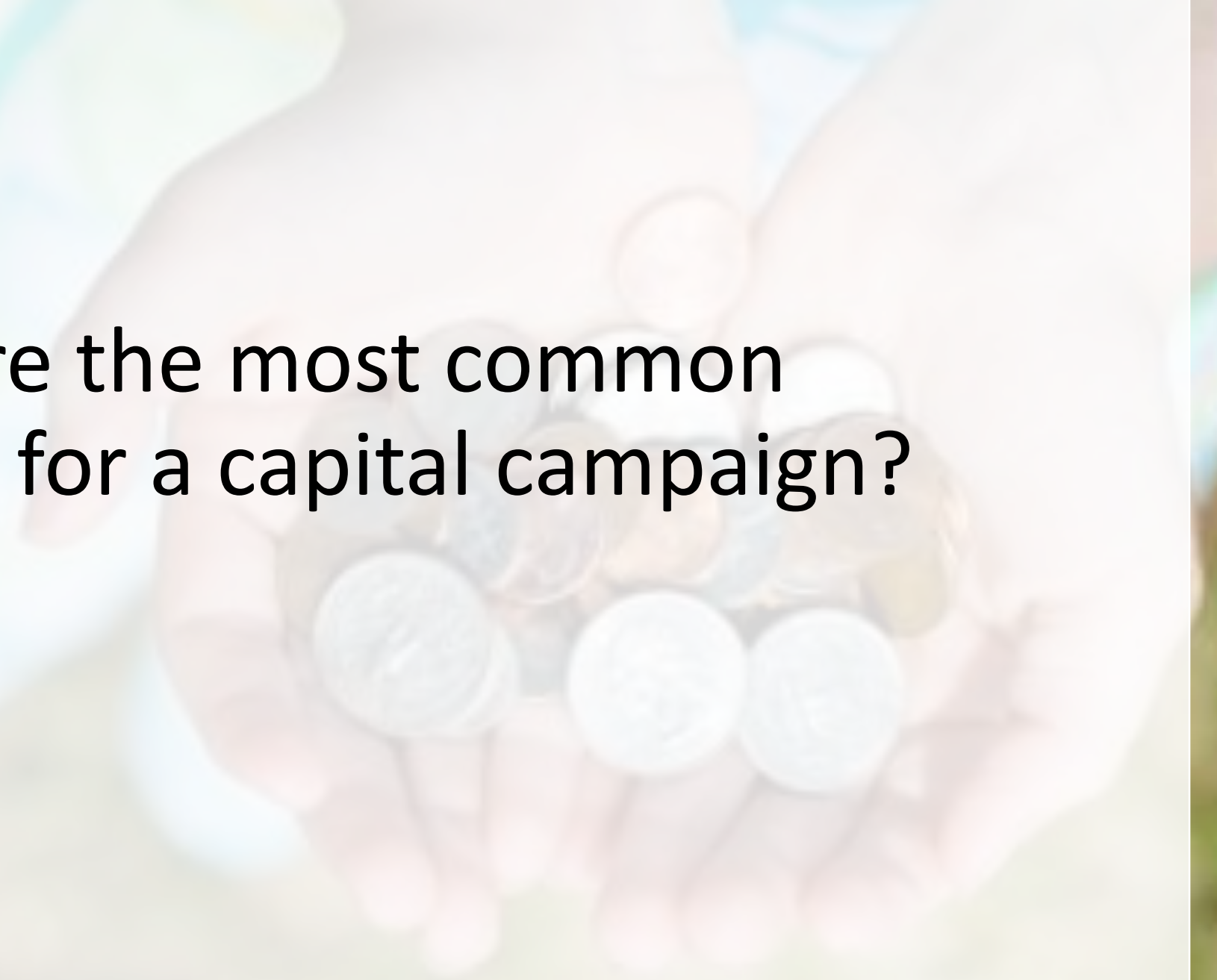


Small-Scale and Small-Church **Capital Campaigns**

John Wray

WHY?

What are the most common reasons for a capital campaign?



FREQUENCY

What is too often?

What is not often enough?

CAMPAIGN SIZE

What is a small campaign? Large campaign? Breakpoint?



SMALL

BREAK POINT

LARGE

STARTING PLACE

What needs to be in place before a campaign is begun?



HOW MUCH

How much money can a campaign typically raise over a three-year pledge period?

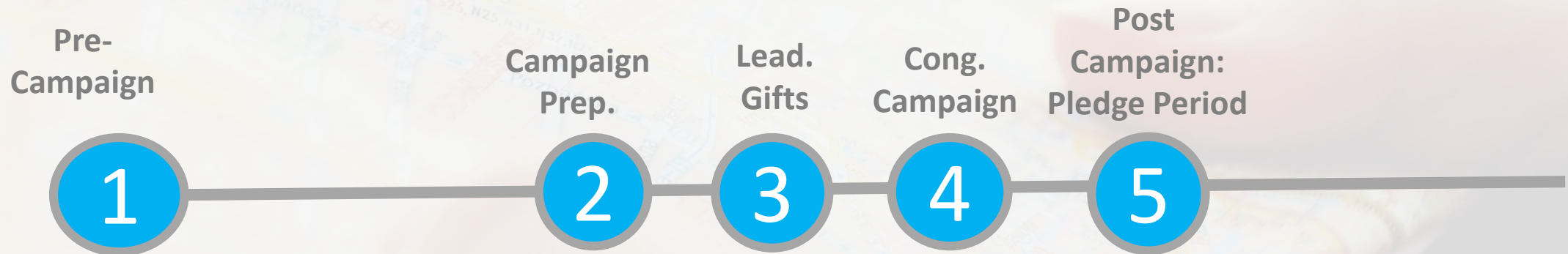
HOW LONG

How long does a campaign generally last?

Are there campaign phases?

STANDARD PROCESS

Is there a standard pathway to follow?



PROCESS

SMALL CAPITAL CAMPAIGNS



BASICS

GROW

MAINTAIN

SPEND

IMPACT



- Define
- History
- Pros
- Cons



- Plan Gift
- Capital Gift



- Fund
- Committee



- Rate
- Range



- Mission
- Design
- Story

The background of the slide is a scenic landscape. It features a large, leafy tree in the foreground, with a person standing near its base. In the background, there are mountains and a body of water. The scene is captured in a soft, slightly hazy light, suggesting a calm, natural setting. The text is overlaid on this background.

WHEN

When is the best time to
conduct a capital
campaign?

IMPACT ON REGULAR GIVING

Will having a capital campaign affect pledges to the operating budget?

The background of the slide is a blurred photograph of a person's hands writing on a document at a desk. The person is wearing a red long-sleeved shirt and a gold-toned watch with a black face. A brown leather bag is visible on the left side of the desk. A laptop is partially visible on the right. The overall scene suggests a professional or business environment.

CONSULTANT

Do we need to hire a consultant?

Can we do it on our own?

FINDING A CONSULTANT

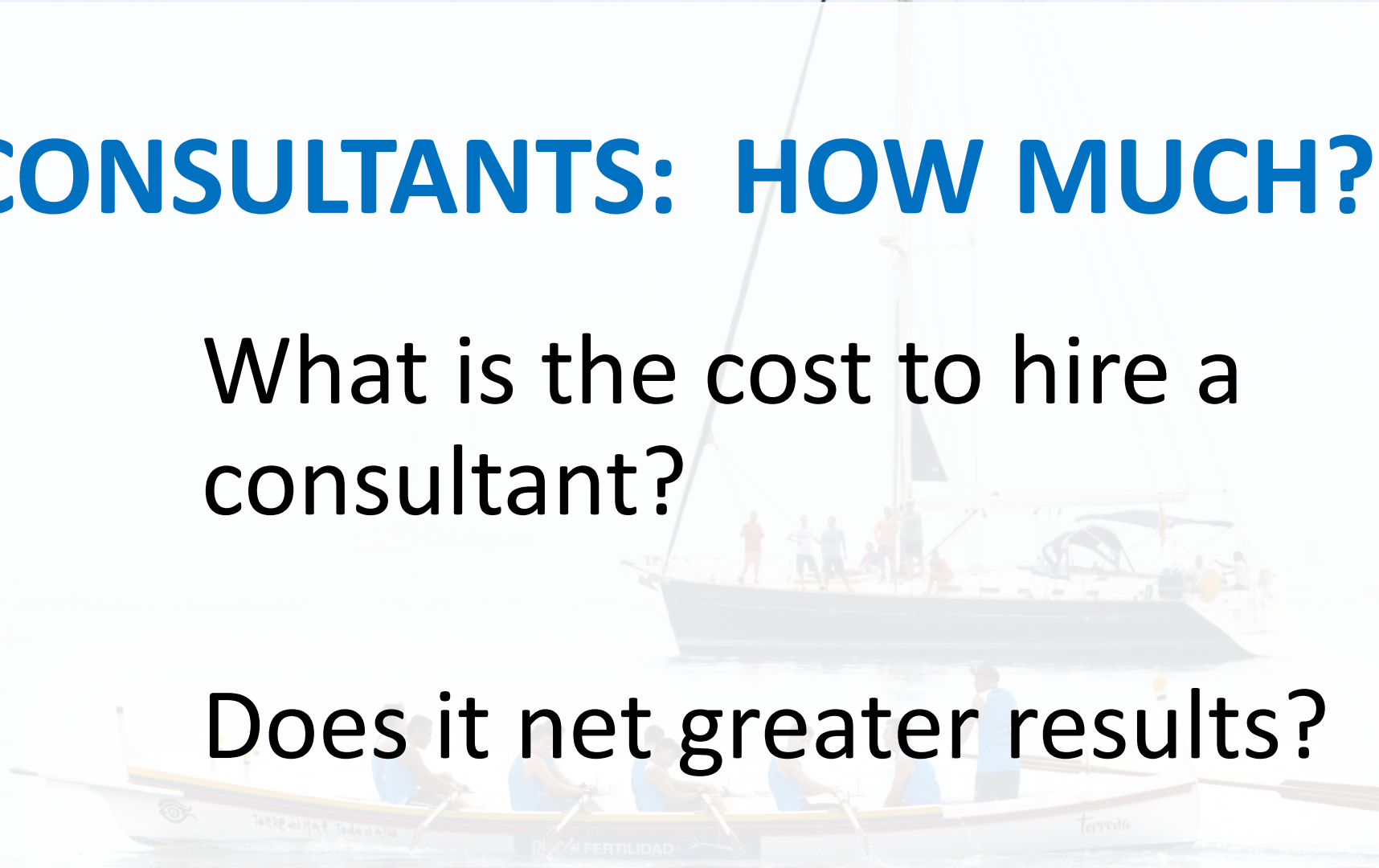
How do you vet a consultant?

What questions do we ask?

CONSULTANTS: HOW MUCH?

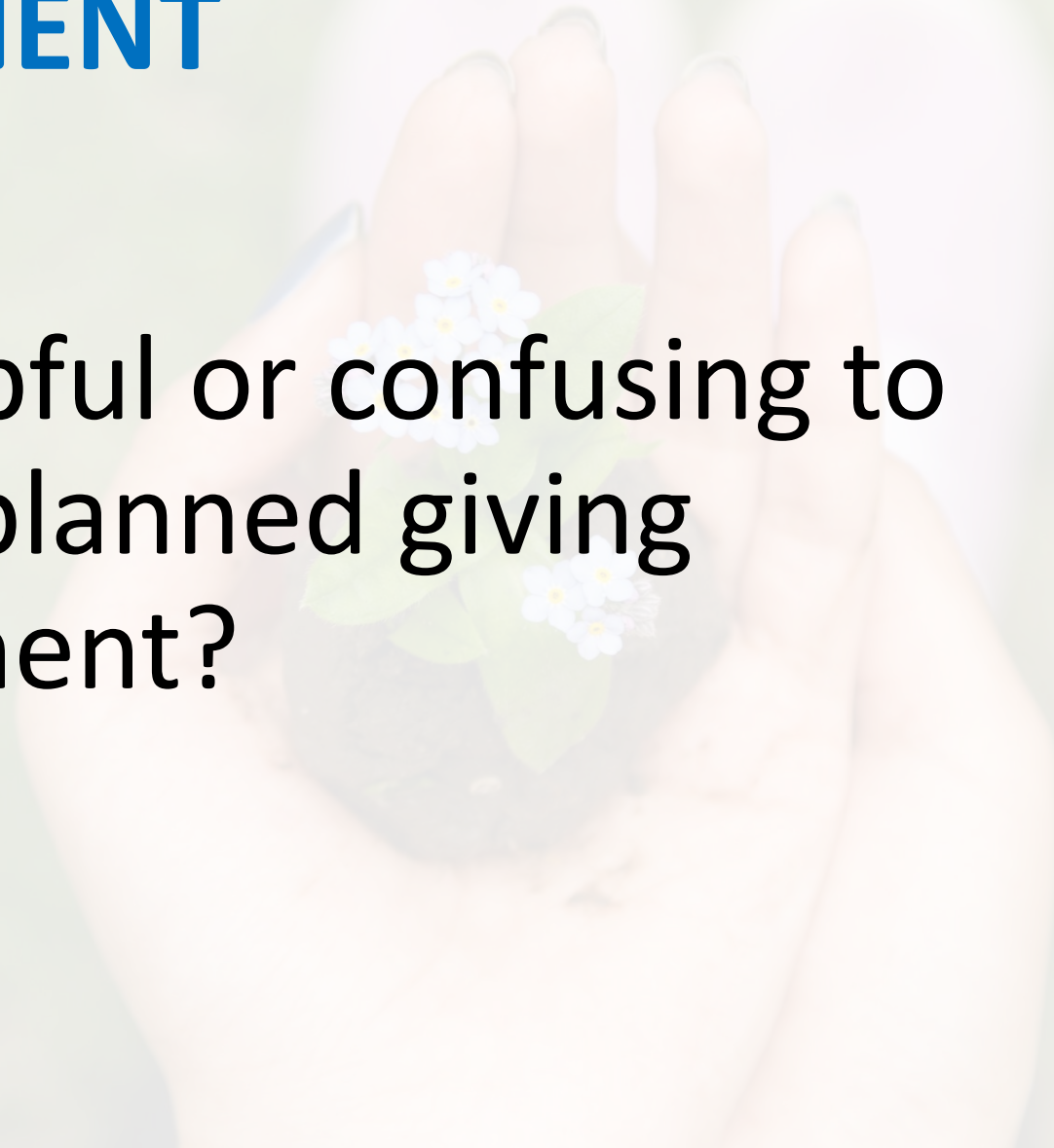
What is the cost to hire a consultant?

Does it net greater results?



PLANNED GIVING COMPONENT

Is it helpful or confusing to
have a planned giving
component?



Reactions, Responses Questions

Thank you

