



RETHINKING CAPITAL CAMPAIGNS

FUNDING SPECIAL PROJECTS THROUGH
A JOURNEY OF GRATITUDE, PRAYER
AND FAITH



Joe Park

CEO

Joe leads a team of 38 dedicated Ministry Strategists and support staff at Horizons Stewardship, whose mission is to help churches and faith-based nonprofits grow disciples and fund ministry. The Horizons team has assisted churches in raising over 7 billion dollars in capital funding and uncountable amounts of annual and planned giving.



The Present Challenges Facing Your Church

- Your givers are currently giving to **eight or more** charities.
- Religious organizations are receiving a **smaller percentage of giving** than ever before.
- **Your most loyal givers are aging**, and your new givers have not invested at the same level.
- **Social distancing has changed how your congregation relates** to your church without fully appreciating how it will impact future financial support.
- New ministry opportunities as a result of the pandemic have created **new funding needs** that were previously unbudgeted.



*God doesn't need or want our money,
but God does want us to need our
money less than we need God.*



Church Ministry Funding

💰 Every church needs four types of funding:

- Annual Giving (Budget)
- Capital Giving (Projects)
- Special Giving (Financial Leaders)
- Planned Giving (Legacy)



GROW DISCIPLES.
FUND MINISTRY.

Five Disciplines of a Generous Church



Keeps It Spiritual.
Discipleship is the foundation of any generosity initiative.



Tells Your Ministry Story.
Effectively communicating how you are transforming lives cuts through what culture has to say about money.



Builds Donor Relationships.
The church's relationship with its financial supporters is sacred and requires careful tending.



Measures Effectiveness.
Connecting every dollar given with impact will increase trust and encourage future giving.



Makes the Ask.
People are most likely to grow their generosity habits when they are challenged to take their next step.



5 Disciplines of a Generous Church





**People invest in the ministries
of your church to be part of
something bigger than themselves.**





Generosity Matters Now More Than Ever

- **Generosity** is a spiritual issue rooted in our call to be disciples of Jesus Christ.
- **Generosity** is reflective of a core belief that giving is an essential way we are called to live out our identity as children of God.
- **Generosity** is a way to constantly recalibrate our understanding of what is most important around life change, impact, and transformation.





Capital Campaigns

A Journey of Gratitude, Prayer, and Faith

Are You Ready?

Clear and Compelling Vision

Know your
“why”



Are You Ready?

Clear and Compelling Vision

Know your
“why”

Vision Engagement

Involve ministry
and financial
leaders first



Are You Ready?

Clear and Compelling Vision

Know your “why”

Vision Engagement

Involve ministry and financial leaders first

Create Project Advocates

Share your “why” and build excitement



Are You Ready?

Clear and Compelling Vision

Know your “why”

Vision Engagement

Involve ministry and financial leaders first

Create Project Advocates

Share your “why” and build excitement

Test for Support

Determine readiness of congregation to fully fund your vision

Core Planning Functions



PROJECT VISION STATEMENT

What, why, and when are we doing it?

Core Planning Functions



PROJECT VISION STATEMENT

What, why, and when are we doing it?

FEASIBILITY STUDY

Testing support and assessing readiness

Core Planning Functions



PROJECT VISION STATEMENT

What, why, and when are we doing it?

FEASIBILITY STUDY

Testing support and assessing readiness

CAPACITY, PROPENSITY, AND INTEREST ASSESSMENT

Identifying lead gifts

Core Planning Functions



PROJECT VISION STATEMENT

What, why, and when are we doing it?

FEASIBILITY STUDY

Testing support and assessing readiness

CAPACITY, PROPENSITY, AND INTEREST ASSESSMENT

Identifying lead gifts

COMMUNICATING THE WHY AND BUILDING MOMENTUM

Sharing the project vision

Core Planning Functions



PROJECT VISION STATEMENT

What, why, and when are we doing it?

FEASIBILITY STUDY

Testing support and assessing readiness

CAPACITY, PROPENSITY, AND INTEREST ASSESSMENT

Identifying lead gifts

COMMUNICATING THE WHY AND BUILDING MOMENTUM

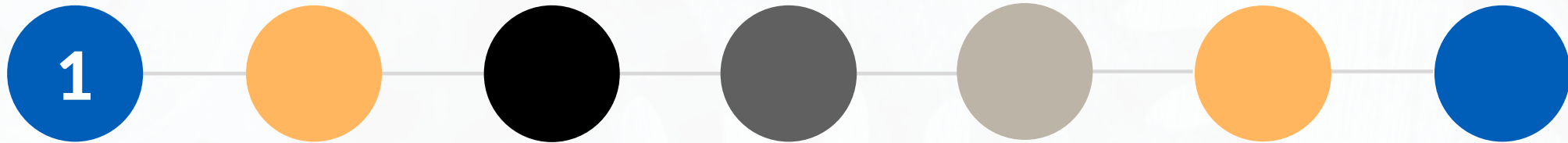
Sharing the project vision

INVITING BROAD-BASED PARTICIPATION

Making the ask

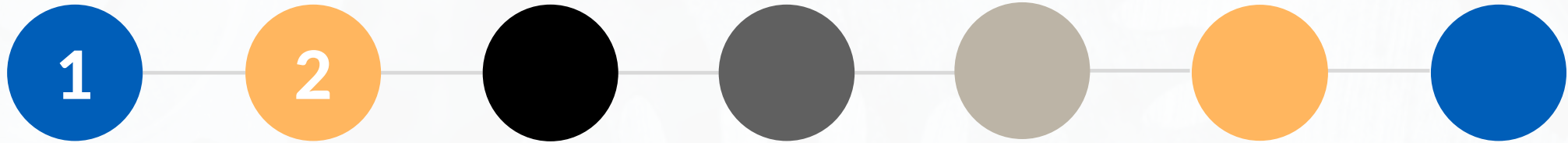
Campaign Design

Approach



Campaign Design

Approach

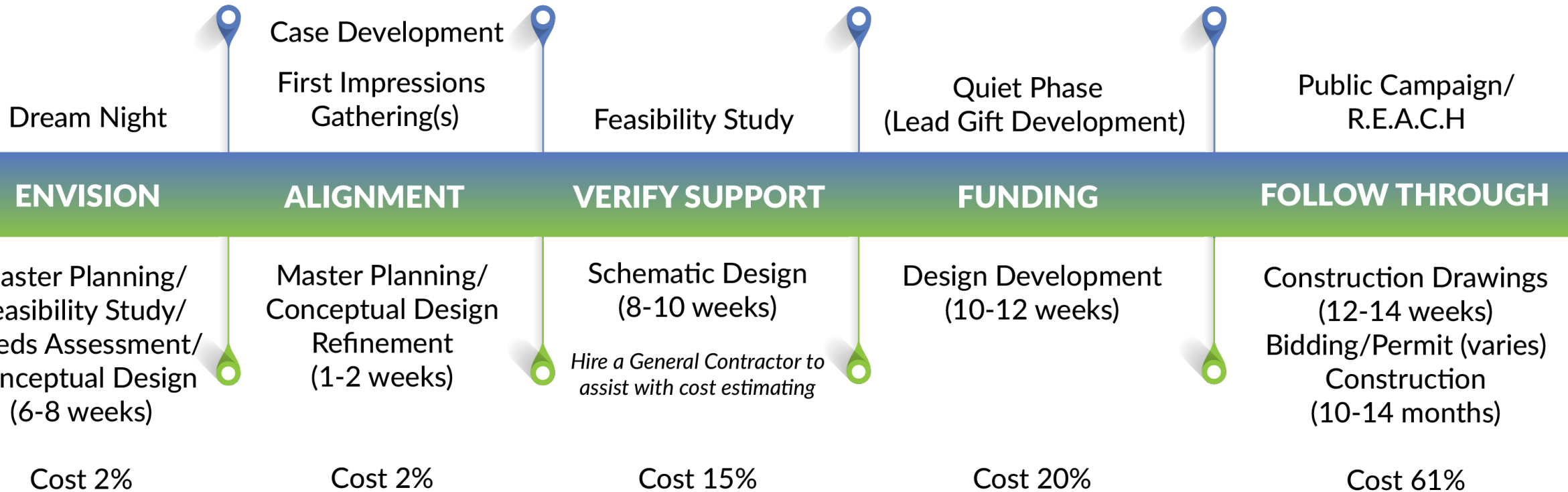


Timeline

Coordinating Architectural Design

and the Capital Campaign Process

HORIZONS

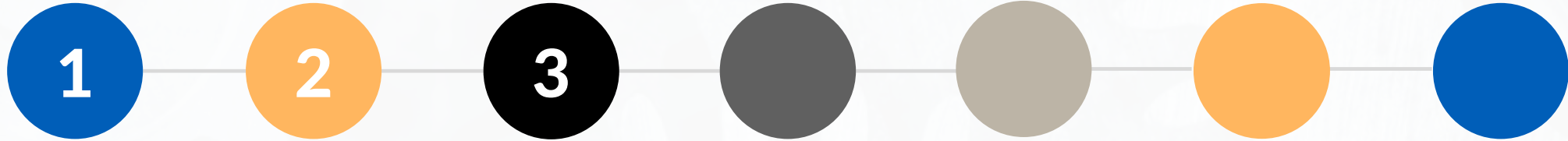


ARCHITECT

Campaign Design

Approach

Leadership
Models

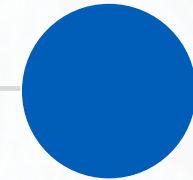
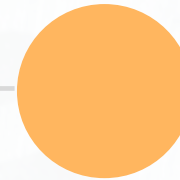
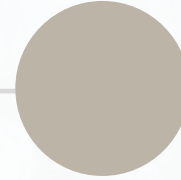


Timeline

Campaign Design

Approach

Leadership
Models



Timeline

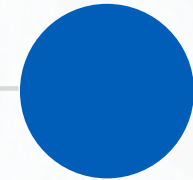
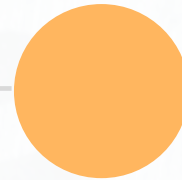
Communication
Strategies

Campaign Design

Approach

Leadership
Models

Lead Gift
Development



Timeline

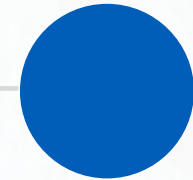
Communication
Strategies

Campaign Design

Approach

Leadership
Models

Lead Gift
Development



Timeline

Communication
Strategies

Congregational
Development

Campaign Design

Approach

Leadership
Models

Lead Gift
Development

Collection
Strategies



Timeline

Communication
Strategies

Congregational
Development



CPI Assessment

Identifying Financial Leaders through
Capacity, Propensity, and Interest

CPI Assessment

Key Questions

CAPACITY

What is the gift capacity of your membership?

PROPENSITY

How does your ministry align with their philanthropic priorities?

INTEREST

What relationships exist between your donors and your church?



giving365

- The Generosity Advantage Weekly Blog
- New England Foundation Capital Campaign Webinar Folder
 1. Presentation Slides
 2. How to Know if You are Ready for a Capital Campaign
 3. (Case Study) Three Churches Expand Ministry Capacity Through A Debt Campaign
 4. (Case Study) Generosity Reimagined – How Two Churches Discovered That Discipleship is the Path to Increased Giving

www.giving365.com



Questions



Joe Park

CEO
Horizons Stewardship

Horizons.net

jpark@horizons.net

501.843.9448

