



EXECUTIVE SUMMARY

CAPITAL CAMPAIGNS

1. WHY CONDUCT A CAPITAL CAMPAIGN?

Capital campaigns are designed to support:

- New construction projects
- Major renovations or expansions
- Relocation initiatives
- Significant maintenance and repair projects
- Property or asset acquisition
- Debt reduction efforts

Key Principle:

A successful campaign begins with a compelling vision—not a financial need. Parishioners support a future they can believe in and help create.

2. FOUNDATIONAL LESSONS FOR SUCCESS

Successful campaigns are built upon:

- Faith and trust in God
- Vision over money
- Stewardship as a spiritual opportunity
- A culture of generosity
- Transparency and accountability
- Program excellence that builds confidence and trust
- Consistent and ongoing communication

Leadership Insight

Capital campaigns are ultimately about strengthening relationships and inviting parishioners into a shared mission.

3. THE THREE-PHASE CAMPAIGN MODEL

PHASE 1: PREPARATION (1–3 MONTHS)

- Define project scope, goals, and timeline
- Conduct a feasibility study
- Build the campaign leadership team
- Develop the case for support
- Establish campaign goals and policies
- Create communication & marketing plans
- Prepare campaign materials and infrastructure

PHASE 2: CAMPAIGN EXECUTION

Quiet Phase

- Secure leadership and major gifts
- Target 50–60% of campaign goal

Targeted Phase

- Engage mid-level donors
- Target 20–30% of campaign goal

Public Phase

- Invite participation from the entire parish
- Continue engagement and fundraising over time

PHASE 3: FOLLOW-UP

- Monitor pledge fulfillment
- Provide ongoing donor communication
- Maintain transparency and reporting
- Continue recognition and stewardship efforts

CAPITAL CAMPAIGNS

4. BUILDING THE RIGHT TEAM

Effective campaigns require dedicated leadership in:

- Campaign Management & Coordination
- Donor Development & Solicitation
- Marketing & Communications
- Financial Management & Reporting
- Program Planning & Oversight

Essential Leadership Qualities

- Unified clergy and lay leadership
- Strong communication skills
- Commitment to accountability
- Consistent donor stewardship

5. COMMUNICATION & DONOR ENGAGEMENT

Successful campaigns communicate frequently and clearly through:

- Personal donor conversations
- Campaign brochures and materials
- Parish presentations and updates
- Video storytelling
- Website and digital communications
- Social media outreach

Best Practice

Donors should experience exceptional responsiveness, gratitude, and ongoing communication throughout the campaign.

6. LEADERSHIP TAKEAWAYS

Before launching a campaign, parish leaders should ensure:

- The vision is clearly defined and compelling
- Campaign goals align with parish priorities
- Leadership is fully committed
- A culture of stewardship already exists
- Financial systems and reporting processes are in place
- Communication plans are ready for execution

BOTTOM LINE

A successful capital campaign is not simply about raising funds—it is about inspiring faith, building trust, strengthening stewardship, and inviting the entire parish community to participate



HAVE A QUESTION?

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LEADERSHIP
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