

## Running a Campaign

To run a major funds campaign, the magnitude of which we are proposing, is both an exciting and complicated endeavor. It's exciting to dream about our church's future. It's generative to think about what legacy we want to leave those who will follow this period of tremendous growth in the life of our congregation. These dreams, however, are complicated by the fact that it costs money – a lot of money – to do the scope of the work proposed in our strategic plan.

Some have speculated that we may have bitten off more than we can chew given the magnitude of the proposed plan. Others have stated that our plan does not go far enough. Still others have suggested we should be doing more for others and not focusing so much attention on ourselves. It is clear that we will never devise a perfect plan to meet the needs or priorities of every parishioner. But we do have a proposal that we believe meets many of our current needs (physical plant) while stretching us into some new areas of programming and staffing for the future.

The goal is a big one. Raising one million dollars is no easy task. Nevertheless, several fund raising consultants have told us that such a goal is well within our reach given the annual budget we maintain. It is clear that we will need professional help in order to reach that goal. We have interviewed one person from the United Church of Christ Capital Campaign Services and will interview others to ensure that we get the right person to work with us to meet our stated goals.

It is important for members to understand the role of a fund raising consultant in our campaign. The consultant does not ask people for money. Instead, the consultant guides our process and trains selected leaders from our congregation to invite our members to participate in the fund raising effort. In short, the role of the consultant is to help in our organization and oversight – to keep us on task to meet predetermined deadlines, train, coach and mentor campaign leaders and recruits, and offer advice based on experience with other fund raising initiatives.

A major fund raising campaign is a special event in the life of our church. We have not engaged in such an initiative in over 25 years. For the congregation as a whole it can result in a deeper understanding of stewardship. For each participant it can be one of the greatest faith-raising experiences of his or her life.

When Priscilla Bizer (fund raising consultant with the UCC) was among us a few months ago, she talked about financial campaigns in the United Church

of Christ as “Faith-Based, Spirit-Filled, and Lay-Led.” It is important to keep that in mind as we enter into this campaign. This is not some dry program intended to see how much money we can raise in order that we might build a nicer building. On the contrary, this initiative is **Faith-Based**. It is God who calls us “to be God’s servants in service to the whole human family.” In faith we will set a goal that we really don’t know whether we can achieve. In faith we may stretch ourselves fearing that God may not provide. But in faith we just might take a step “out on the water” and realize when we take that first step God will reach out and pull us through.

This initiative is **Spirit-Filled**. By God’s Spirit we have come through a visioning and a strategic planning process. God’s Spirit has inspired us to dream big dreams about what our future might look like and what it will take to get us there. Spirit is always with us to guide, direct, and comfort when we feel lost or confused. All of our plans have been made seeking God’s Spirit to fill our hearts and minds with possibility and promise.

This initiative will be **Lay-Led**. This is not a program where “experts” come in and do all the work. Rather, the consultant provides training and coaching to lay leaders who invite their peers to participate in a campaign for our church’s future. It is much more effective if peers work together to meet the stated goals rather than someone from outside challenging our members to give.

Our campaign will be much more than a method for financial gain because it creates an opportunity for the church body to access and utilize previously untapped gifts and abilities. The consultant provides the guidance for us to reach our goals while learning valuable lessons about stewardship and a theology of money that seeks to do God’s will at this moment in our church’s history.

This is an exciting time in the life of our congregation. This is a historic moment. You will have the opportunity to participate in the future of our congregation in a way never offered before. We are so blessed by our location, our members and friends, a tremendous program, and a possibility well within our grasp. You are invited to prayerfully consider this moment in your life. Will you join others in affirming our heritage and proclaiming our legacy? Begin the journey now into the second century as we hold this treasure in earthen vessels. What will we pass along to those who follow?



**A professional consultant will help guide us and train us for the following leadership roles filled from within the congregation:**

**Campaign Administrator:** Manages the overall Campaign in conjunction with the Pastor and Campaign Consultant. Has significant energy, committed for the thirteen-fifteen week period, ability to inspire others, effective leadership and organizational skills, willingness to work closely with the campaign consultant. The CA also should be capable of making a leadership gift to the campaign.

**Leadership Gifts Chair:** Willing to commit to making a significant leadership gift, approx. 10% of goal. Recruit others with high giving potential. **Note: As much as 60 to 90 percent of the goal will be generated from 10 to 15 percent of the giving units through the efforts of this task group.**

**Witnessing Stewards Chair:** A respected and committed leader with organizational skills and the gift of evoking a “yes” response! Responsible for organizing, selecting and recruiting the witnessing stewards.

**Giving Potential Chair:** This person has an awareness of members’ giving patterns, life styles and employment and the ability and willingness to “guesstimate” the giving capacity of members. This position may be the treasurer or a member of the Finance Committee.

**Group Meetings Chair:** Requires a gregarious person with organizational skills to enlist hosts and coordinate meetings and speakers; hospitality.

**Printed Materials Chair:** Motivated, organized and skilled in writing and creative design.

**Publicity Chair:** Creative thinker who generates ideas and implements plans to dramatize, promote and engage the congregation in the campaign through written and visual materials.

**Administrative Support Chair:** Organized, motivated, patient and has clerical and computer skills.

**Recording Chair:** Works accurately, accountably and confidentially with financial information.

**Follow-Up Chair:** Assures momentum continues throughout the giving period with effective monitoring, publicity and outreach.

**Affirming our Heritage,  
Proclaiming our Legacy...**

**Second  
Century  
Campaign**



## Using a Professional Consultant

*How in the world do we go about  
raising \$1 million??*

**Faith-Based  
Spirit-Filled  
Lay-Led**

**Be prepared to vote at the Ecclesiastical Meeting on June 12.**

**Come to the forum after church on  
Sunday, May 22 in the Adult Library to learn more!**