

SAMPLE: CAPITAL CAMPAIGN PLANNING CALENDAR - MACRO VIEW

RESOURCE 1.17

This plan is only a model. It is assuming an annual budget of \$50,000-\$100,000, financial and spiritual health in the parish, and a bold and compelling vision for ministry outside the church walls. This plan is a macro plan. Each step has 5-20 steps within it in its detailed version which is done in Steps 1-6.

Step	Month/Year	Task
1	January/1 (2 months)	Discernment: The Vestry begins discernment (prayer and reflection on God's call) about what God may be calling them to do in terms of capital development. Prayer and imagining take place individually and corporately.
2	March/1 (6 months)	Study: The Vestry begins an internal and external study to show what the parish is doing and what the area needs from the parish. Demographics and statistics are collected. Discernment continues.
3	October/1	Stewardship of Finances: Campaign gets very great attention. Systems and communications are improved. Every attempt to convert all families to pledging is made. The best preparation for a capital campaign is a strong annual campaign. Discernment continues.
4	December/1	Input: The parish is told what was discerned about a Capital Campaign and what results came from internal and external study of mission and demographics. Ask the parish to imagine what the capital campaign could accomplish and to report back. Discernment continues.
5	January/2	Recruit Campaign Leadership and draft the Capital Campaign Initial Fact Sheet (see appendix V) is drafted and reviewed. A small "prospect review committee" of 3-4 people is recruited to consider who will be asked for major gifts. This essential work must be done with prayer.
6	March/2	A Capital Campaign Plan is developed with the Canon for Stewardship. The plan is reviewed by all those expected to be top givers to the campaign (gifts over \$10,000). Architectural design work is done. Campaign materials are drafted and reviewed. A calendar is developed.
7	March/2	Campaign Communications tools are developed. Drafts are discussed with all top donor prospects so as to get input and so as to involve top donors. This is a strategic phase. Remember that strategy is not unspiritual—Jesus was very strategic in how he managed his ministry.

8	April/2	Leadership Gifts Phase (8 weeks): Donors who are expected to give gifts over three years totaling more than \$10,000 are quietly asked by the right people for the right gift at the right time in the right way. Gifts are ideally recruited in order of size from highest to lowest so that as people make pledges, they can participate in the asking of the gifts of the next tier down. This phase is quiet and allows for privacy. The success of the campaign rests on Jesus, but our part of the success of a campaign rests on this phase.
9	June/2	Public Phase (4 weeks): All other gifts are asked for and a goal of 100% participation is sought from the congregation at large. This is usually done in teams. Five people per team, five pledges asked for per person. This must happen fast and be well-coordinated or it will fall prey to procrastination. Campaign communications is on-going with reports, brochures, status reports, flash reports, bulletin and newsletter announcements, etc.
10	July/2	Campaign Clean-up & Thank You / Recognition Phase. Stewardship of Finances campaign planning (which began quietly in May) steps up its work to be sure that the Stewardship of Finances campaign is not undermined by Capital Campaign energy. IMPORTANT!... If communications are done well, capital campaigns will only strengthen annual campaigns and increase giving.