AN APPROACH TO BUILDING CAMPAIGNS
By Luke Simmons

INTRODUCTION

This document is a resource to pastors and church planters who are considering a building or capital Campaign. It is based on my experience in leading a small, but successful, effort to raise $500k over the course of 16 months. I was helped greatly in the process by Scott Ridout and James MacDonald. Scott Ridout is the Lead Pastor of Sun Valley Community Church in Gilbert, Arizona and a key contributor to Generous Church, a ministry working to release transformational generosity in today’s churches. James MacDonald is the Senior Pastor of Harvest Bible Chapel in Rolling Meadows, Illinois. Both men have raised millions of dollars for ministry projects and were exceedingly generous with their time, experience, and resources. We were able to do this Campaign without paying a professional consulting firm in large part because of these men being so bighearted. This document attempts to share these lessons and continue the cycle of generosity.

PRESUPPOSITIONS ABOUT BUILDING CAMPAIGNS

The following assumptions undergird the rest of the approach to Building Campaigns.

1. **Buildings are tools for ministry.** Buildings are not monuments to leaders or idols to prop up fragile pastors who are looking to achieve “success.”

2. **Buildings are helpful for already growing churches.** Buildings are not magic bullets that create growth, especially for churches that are not already growing. They may accelerate growth for churches that already have traction in the community. Beware of depending on buildings.

3. **Some people in the church are dying to give to a building.** For some, having a building is a sign of stability, strength and success. Whether you agree with them is not the point—just know that there are some who will be thrilled to give to a Campaign.

4. **Some people in the church hate the idea of giving to a building.** For some, giving money to own or renovate property for a church seems unnecessary or selfish. They will often be the same people who think that all of the church’s money should be given to African orphanages rather than spent on staff, utilities, or new technology. Leaders must be careful to explain the vision to these people but should also be aware that they are hard to convince. Some of these people will leave because they oppose Building Campaigns—and some will return once the project is completed.

5. **Churches can typically raise 1.5x their annual operating budget over the course of 2-3 years for a capital Campaign.** Put simply, a church with an annual budget of $100k could expect to raise an additional $150k over the course of a 2-3 year
capital Campaign. This expectation increases to 2-3x with additional fundraising help or with the lead pastor being highly involved in personally asking high capacity givers for money.

6. **Generosity begets generosity and giving begets giving.** Surprisingly, general fund giving does not decrease during a capital Campaign. Instead, general giving often increases. Additionally, churches that are very generous with their resources tend to experience a higher level of generosity from the congregation.

7. **People give to vision more than need.** People are more likely to give to projects that capture their imagination by vision rather than out of obligation. This is especially true for high-capacity givers. This simple truth should profoundly shape the Campaign.

8. **People are more inspired to give by a track record of life change than by the hope of it.** You will have more success in raising money if you help people see what God has already been doing in the ministry rather than talking about what might happen. It is more compelling to say, “Look at what God has already done. Now imagine what it would look like to do this on a bigger scale,” rather than saying, “Someday we hope that God will work and this building is what will make it happen.” “Could do” is not as motivating as “have done.”

9. **Raise as much money as possible before you get in the building.** Sadly, giving seems to slow down once the church begins using the building. Much like a man who stops dating his wife after they get married, people are less likely to give sacrificially when they are already experiencing the benefits of the space. They forget it isn’t paid for. If you are moving into a new building, raise as much as you can before the building opens. If you are purchasing a building that your church already uses, be sure to raise some money to upgrade the space in tangible ways that will excite people.

10. **The Lead Pastor must have conviction, passion, vision and integrity.** Much of the success of the Campaign will be connected to the Lead Pastor. Though we might all wish it were different, it is not. If the Lead Pastor is unsure about the direction, unmoved by the vision, unclear in his ability to communicate, or lacking integrity in his personal life (including his finances), it will negatively affect the Campaign. Additionally, the Campaign process will put a great deal of pressure on the Lead Pastor and he needs to be spiritually ready. His leadership capacity will be tested greatly and he will likely experience spiritual attack.

11. **God will demonstrate his faithfulness in surprising and wonderful ways.** A Building Campaign is a spiritual endeavor. As God calls your church to proceed with this project, he will also demonstrate his power and grace to you—often in unexpected ways. You will inevitably hear stories of God providing money, of God leading you to key connections that were previously unknown, or of important steps of faith being taken. Rejoice in these moments and celebrate them.

**CLARIFY THE VISION**

Before you take any steps toward establishing a Building Campaign, be sure that the senior leaders—especially the Lead Pastor—have crystal clarity about the vision of this project. Identify the key questions that you have to answer before you can move forward. These questions will
vary depending on the particular church or situation, but some questions that might help in the process of clarifying vision would be:

1. What is our vision as a church?
2. How is this particular building connected to fulfilling our overall vision as a church?
3. Why this specific building?
4. Is this the last building we hope to have or a step towards something else in the future?
5. Why now?
6. What will happen if we do not pursue this building at this time?
7. How will we pay for this?
8. How much debt are we willing to take on?
9. Why do we feel that the financial investment in this project is worth it?
10. What are the downsides to having this building?
11. What are the downsides to launching a capital Campaign?
12. Why do we feel that the upsides overcome the downsides?
13. What is motivating our desire for this building?

**CLARIFY THE PARAMETERS**

Every Building Campaign raises important philosophical questions that have to be resolved by the senior leadership. These parameters will have a direct impact on how the Campaign takes shape. Many of them have to do with money. Some important parameters to establish:

1. **How much money are we willing to borrow?** Leaders often have strong opinions about this question and, interestingly, will make their case on the basis of faith regardless of their position. Some will say, “We should raise all the cash up front—let’s just trust God to provide.” Others will say, “We should build and borrow as much as we can—let’s just trust God to provide.” Regardless of your perspective, the church’s leadership needs to decide what you’re comfortable with and be able to articulate how and why you got there.

2. **How much money are we trying to raise? Over what time period?** It’s crucial to determine how much money you feel comfortable raising and how long you feel comfortable raising money.

3. **What will the Campaign budget be?** It takes money to raise money. How much will you allocate to the Campaign side of the project? Costs may include printing, postage, graphic design, other creative elements, or paying a Campaign Team Leader.

4. **Will we accept pledges?** Once again, opinions vary on this question. I am recommending in this document that you use pledges as a key component of the Campaign. How you choose to track and follow up with the pledges is also an important consideration.

5. **Will we initiate special meetings with higher-capacity or more committed givers?** Campaigns where the Lead Pastor or other key church leaders meet with high-capacity givers do generate more money. Similarly, some Campaign strategists recommend having small group or one-on-one meetings with those who have given the most to the general fund. Both of these practices make some church leaders uncomfortable. Your team needs to figure out your comfort level.
6. **Who will know who gives what?** Will the overall giving records be available to the Lead Pastor, staff members or other Campaign leaders? There are good reasons on both sides of the argument. You need to decide what you’re comfortable with.

7. **What kinds of fundraising tools are we not comfortable using?** As soon as you begin to raise money, you’ll get people asking if they can utilize bake sales, car washes, dinners or other common fundraising ideas to raise money. You need to determine what you are and are not comfortable with. For us, we only allowed direct donations because we wanted people to own the project and believed that this would most lead to doing so. We did not want somebody who baked a pan of brownies for a bake sale to think that they had given sacrificially to the vision.

8. **How will the Campaign end?** You need to determine what will mark the end of the Campaign. Will it be a specific date? A certain dollar amount? What if you hit the date and the goal has not been reached? All of these kinds of questions need to be resolved.

9. **How involved will people/members be in the decision making process?** For churches with higher congregational involvement written into their by-laws, this question may be answered more easily. For others, the leaders need to determine how much input church members will have and on what. Will you use focus groups to shape the design of the building? Will you vote on certain things? Will you simply make decisions with a small group and inform people?

10. **How involved will the Lead Pastor be in raising money?** The Lead Pastor is crucial to the overall Campaign. But it needs to be determined which people he should meet with, which meetings he must attend, what information he has to distribute, and what things can effectively be led by others. A key question to ask is, “Does this information/vision/request need to be heard or does it need to be heard from the Lead Pastor?”

### BUILD A CAMPAIGN TEAM

One of the most essential elements to a successful Campaign is to recruit the right people to help lead it—this is the Campaign Team (CT). The CT will do much of the work throughout the entire process. A Lead Pastor or staff team that ignores this reality and attempts to do it without a CT will find that the Campaign takes up disproportionate amounts of their time (it already will) and will often suck the life and joy out of the process.

The CT should be filled with people who are highly committed to the vision of the church. Additionally, they should be skilled leaders who can successfully lead the project. Often, people who are early adopters in other areas of life are good for this team because they tend to pick up on the vision more quickly and get excited about growth, change and improvement.

A good CT has the following components. Depending on the size of the church or the Campaign, each component requires a point person and, in some cases, may even need its own team. Components include:

1. **Campaign Team Leader.** Somebody needs to be in charge of this Campaign, and it’s better if that person is not the Lead Pastor. This person will work closely with the Lead
Pastor, tell him what is needed, inform him about key developments, but—in the end—protect him from getting bogged down in the details. This person is the “buck stops here” leader for the Campaign, overseeing the team, the leaders, and the various elements of the project. We hired a skilled leader in our congregation to fulfill this role on a short-term contract basis and built the cost into the overall Campaign goal. In doing so, we ensured commitment and follow-through while also saving a great deal of money over paying a big capital Campaign firm.

2. **Prayer.** A Building Campaign is a spiritual endeavor. Not only are you trying to raise money, but you are trying to build ownership around the vision that God has given your church. You will want people praying fervently for this vision to take hold in the hearts of your people.

3. **Communications.** Growing organizations always face challenges with communication. But Campaigns require effective communication. You will likely have to communicate twice as much about this project as you would think. You need a person or team of people who can help bridge the communication gaps as well as bring creativity to the communication process.

4. **Groups.** The key relational networks of the church are essential for communication and vision casting during a Campaign. You need somebody who will work with group leaders to ensure that they have appropriate information and can be empowered to help lead the Campaign.

5. **Admin Assistant.** There will be many details that need to be organized and tracked. Having an organized person who can run with these details is helpful.

6. **Weekend.** The weekend services are “game day” in any growing church. This is especially true during a Campaign. You need a person or team who can think through the elements of the weekend services and how they can relate to and reinforce the Campaign. In many cases, this person will be the Lead Pastor, worship leader or work closely with them. There will also be significant overlap between this role and the Communication role.

7. **Fundraising.** Who will be the go-to person as it relates to questions about money? Can people give stock or real estate? What about gifts in kind? How will people find out how much of their pledge they have fulfilled when trying to determine an end-of-year gift? Who will assist the Lead Pastor in meeting with higher-capacity givers? This person should be well respected, incredibly trustworthy, comfortable being around wealthy and poor people, and able to winsomely ask for money.

**CRAFT THE CAMPAIGN**

Once the parameters and team are in place, the real work of the Campaign begins.

1. **Naming and Branding.** What will the Campaign be called? It helps if the Campaign can have a stand-alone name that people can identify with during the duration of the Campaign. This name should be one word or a short phrase and should capture the essence of the vision surrounding the Campaign. Additionally, it is crucial that this name—and all related components—resonate with the culture of the church. The more
explicitly biblical the name is, the better. Finally, you should think through other branding elements like a logo, fonts, and other design elements that will be used in your various streams of communication.

As an example, we chose the name “Beyond,” which came from two places: (a) the vision to see God continue to work beyond our walls and beyond our existing relationships in the community and (b) Ephesians 3:20, which says that God is able to do “far more abundantly beyond all we ask or think” for his glory.

We used the logo below on all of our Campaign information. The logo communicated the outward and expanding nature of our ministry beyond our walls as well as “The Box,” which is the name of the worship space we were building.

![Beyond Logo](image)

2. **Financial Goals.** Successful Campaigns require specific financial goals. People need to know exactly what you’re aiming at and what that money will accomplish. They also need to know how long the Campaign will last. In our case the overall goal was to raise $500,000 in 16 months (between September 19, 2010 and December 31, 2011).

   Specifically, you are asking people to make a financial commitment (or “pledge”) to the Campaign. Additionally, it is recommended that you take a “First Fruits” Offering on your Commitment Sunday. We challenged people to try to give at least 10% of their overall pledge as their First Fruits offering. This gets the ball rolling and secures their ownership of the project.

   One of the key ideas in a strong Campaign is, “Not Equal Gifts, But Equal Sacrifice.” Not everyone can give the same amount of money. But everyone in the church should give sacrificially and generously. To aid in this process, we developed a graphic with a tiered approach that would help people see the kinds of big gifts needed to accomplish the goal. Be careful to not set the lowest amount too low or it may suggest that people with the means to do more can settle for doing less.

![Not Equal Gifts, But Equal Sacrifice](image)
3. **Collateral Resources.** The Campaign requires a variety of print pieces that need to be designed and distributed. We created the following pieces:

   a. **Campaign Brochure.** This brochure was distributed on the Campaign Launch day and throughout the Campaign. It contained the following:

      i. History of the Church & Vision
      ii. About the Space
      iii. Letter from a Key Ministry Couple on Why They are Excited
      iv. Financial Goals & Giving Charts
      v. My Giving Potential Worksheet
      vi. How Much Should I Give?
      vii. 10 Creative Ways to Save
      viii. Frequently Asked Questions
      ix. Letter From Lead Pastor & Wife

   b. **Commitment Card.** This card (shown below) was distributed on Campaign Launch day and again on Commitment Sunday. It was the place where people made specific commitments and enclosed their First Fruit offering.

   c. **Website.** Having a web presence to communicate about the Campaign is crucial. Some churches have built entire websites for the Campaign. In our case, we set up a special page and URL on our existing website. This page contained the same information that was in the brochure.

   d. **Table-top Prayer Card.** In order to encourage families to pray about the vision of the Campaign and to be a reminder about their commitment, we designed triangular table-top prayer cards with key verses and prayer requests. This was distributed on Commitment Sunday.

4. **Sermon Series.** The primary communication vehicle for the Campaign are the weekend sermons. The key goal is to communicate the church’s vision, as vision inspires generosity more than need. Thus, only one of the messages was teaching about money. Each week also had testimonies about God’s work in various people’s lives through our church. Depending on the theme of each week, this would occur either before or during the sermon. We did a five-week series for our Campaign. The sermons followed this progression:

   a. **Beyond Ourselves.** Our church exists because God wants to reach and save people who are lost (Luke 15:1-32). This week also explained the vision and details of the Campaign, including financial goals. We asked people to pray about how God was calling them to be involved and give over the next 16 months.

   b. **Beyond Religion.** God has called our church to proclaim the gospel, which is different than religion (Luke 15:12-32). This space will provide a context for irreligious and religious people be electrified by the gospel.

   c. **Beyond Brokenness.** Our ministry models itself after Jesus, who gave himself as the solution to our sin, suffering, and brokenness (Luke 8:40-48). We will use this space to continue and further our ministry to broken people.
d. *Beyond Generosity.* The Bible provides us with the best way—God’s way—to understanding money (various Scriptures). We need to embrace God’s financial principles to experience freedom and to see our vision implemented. We also announced what the church’s leaders had pledged and given in advance.

e. *Beyond Courage (Commitment Sunday).* Stepping out in faith requires courage (1 Kings 18). Making a faith-filled financial commitment takes courage. This inspirational sermon concluded with people making their commitments and giving their First Fruits offering.

5. **Timeline and Key Dates.** The Campaign timeline is critical, as it shapes the timing and communication that the CT will revolve around. In some cases, a church may have existing dates and deadlines that must be factored in to the schedule. There are certain parts of the timeline, however, that should not be rushed or ignored.

The following records the schedule and process we used for Beyond. Each of these elements is explained in detail in the section below. Dates are included just for reference and sense of the timeline.

   a. **Campaign Team Recruitment & Campaign Design** / July – Early August
   b. **Influencers Meeting** / Saturday, August 14
   c. **Campaign Launch, Sermon #1** / Sunday, August 22
   d. **Info Meeting #1** / Thursday, August 26
   e. **Sermon #2** / Sunday, August 29
   f. **Info Meeting #2** / Monday, August 30
   g. **Sermon #3** / Sunday, September 5
   h. **Influencers First Fruits Party** / Saturday, September 11
   i. **Sermon #4** / Sunday, September 12
   j. **Prayer & Praise in New Facility** / Saturday, September 18
   k. **Commitment & First Fruits Sunday, Sermon #5** / Sunday, September 19
   l. **Celebration Sunday, Close Series** / Sunday, September 26

6. **Ongoing Communication.** During the Campaign, communication must be almost doubled. Regular emails, social media posts, and verbal communication must be heightened. Written letters should be mailed to everyone in the database. Everyone in the church—even those who only attend occasionally—should know that you are in this Campaign and be compelled to participate. Objections should be answered. For example, I wrote a blog post entitled, “What If I Don’t Think I Can Give to Beyond?” In addition to the communication during the Campaign series, you should develop a timeline for communicating throughout the duration of the Campaign to update people on the progress, remind people about their commitments and celebrate God’s faithfulness.

**STEP-BY-STEP DESCRIPTION OF THE CAMPAIGN**

Below is a detailed description of each of the steps of the Campaign:

1. **Campaign Team recruitment and Campaign development** (as long as needed).
This process should not be rushed, though it may need to form on an aggressive timeline. In this phase, we developed the timeline, the branding, and established roles.

2. **Influencers Meeting** (week before Campaign launch).

Based on the example of 1 Chronicles 29, where David gave, then the leaders, and then the people, the Campaign Team and Elders made a list of key influencers in our church who we thought should hear about the building and have the opportunity to give first. They needed to be in prayer and have processed the information in advance so that when they were asked about it by those in their network, they would have good, thought-out answers. This group included small group leaders, ministry team leaders, other influential people who aren’t necessarily in official leadership, and the top 15 giving families (most of whom would have already been included). All total, this was a group of about 70 people.

These people were invited with personalized emails that said:

Dear NAME,

I am excited to invite you to a special, invitation-only meeting where we will be discussing our church’s vision for the future, including a wonderful opportunity that God has opened for us to obtain a full-time facility.

Please be aware that this is an invitation-only meeting. Therefore, it would really help me if you would respectfully keep it private in the meantime and don’t ask your church friends, “Hey are you going to that meeting?”

**When:** DATE from 6:30-7:30pm (we will start promptly at 6:30). Dessert will be served.

**Where:** LOCATION

**NOTE:** Childcare will not be provided, but we really want you to be able to make it. If you cannot make arrangements and need help with this, please email CONTACT.

There’s no need to RSVP unless you know you can’t make it, in which case you can reply to me and let me know.

Because the Tomb is Empty,
Luke

Almost every single person who was invited showed up, which was a good sign. At this meeting, I stood up and shared the vision of the space, showed architectural renderings of the space and outlined the goal and timeline of the Campaign. We had a brief time of Q & A. Finally, I invited each of these “Influencers” to an Influencer’s First Fruits Party that was a week before Commitment Sunday where they could commit and give before the rest of the congregation.

3. **Campaign Series Launch, Sermon #1** (on Sunday).

In the weeks leading up to the Campaign launch, we announced the date we would be starting a new series about the vision and future of our ministry. We made sure to tell people that they would not want to miss this. We announced the week before that we had
signed a lease on a full-time space and would talk about it more the following week. Special emails went out. I went so far as to say, “I need you to be here.” This day was highly attended and highly energetic. Some of the word had leaked, which was fine. This is good news, so it doesn’t matter if it spreads a bit. Anything that gets your people there.

Here’s the email we sent to the church a few days before:

Second Mile Family,

I want to invite you to join me this Sunday for the kickoff of one of the most important series we’ve ever done as a church, Beyond.

As I announced this past week, we recently signed a lease on a full-time facility for Second Mile! This is a wonderful step that will allow us to extend our ministry to reach more people for Jesus in the years to come.

I really need you to be there this Sunday as we talk about a few important things:

1. The Biblical vision for being a church that goes Beyond Ourselves.

2. Some exciting details, diagrams, and dates related to the new facility.

3. How you can participate (with your prayer, time, talent, and treasure) in making this vision a reality.

For a sneak peek at the facility, check out the video below:

http://www.youtube.com/watch?v=HLYZofuez2k

Our church has always been about much more than facilities – we’ve been about taking the gospel on mission to others who need Jesus. Therefore, I hope you will join me in praying that God uses this series not just to get us excited about a future building, but to capture our hearts with His vision for what our ministry should be.

See you Sunday!

Because the Tomb is Empty,

Luke Simmons
Lead Pastor

---

1 At the time of our Campaign, we were operating as Second Mile Church. We eventually partnered with two other healthy churches to form a new, multi-congregational movement across Arizona called Redemption Church.
In this sermon, I spent the first 15-20 minutes casting vision for our church and teaching from the Scripture about why we exist as a church (specific sermon info is above). This then led into the big announcement about our space and a shortened version of what I had communicated at the Influencer’s meeting. We showed pictures, renderings, and talked through the details of the financial need. We asked people to prayerfully consider how God was leading them to give and announced that on Commitment Sunday we would be asking them to make a pledge and give their First Fruits offering.

This communication must be hair-on-fire passionate. If people sense that the Lead Pastor is anything other than thrilled about this vision and project, they will follow his lead. He must be filled with power, clarity and vision from the Holy Spirit.

4. **Info Meetings** (on weeks after launch).

Since many people will have questions, we hosted two informational meetings that followed for those who wanted more information or would get questions answered. These were not particularly well-attended, in part because the presentation on Sunday was thorough. Nonetheless, it created space for people to ask questions, voice concerns and have personal exposure to leadership.

5. **Influencer’s First Fruits Party** (weekend of sermon #4).

In following the example given in 1 Chronicles 29, we wanted to give the leaders an opportunity to commit and give before the rest of the congregation. So, the Saturday before the second-to-last Sunday of the series, we threw a big party for all who had been invited to the Influencer’s Meeting.

The feel of this party was celebratory. There was no real agenda other than to have a good time. Once everyone was there, we gave instructions about how people could make their commitments and give their First Fruits offering. I led the way and made the first gift with my family. Then people hung out, made their commitments at their own pace and had a great night.

An additional benefit of this Influencer’s First Fruits Party is that we could tally their commitments and announce them the next day, during the sermon about money. All told, we had 28 leadership families commit $120,000 and give $24,000 cash at this meeting. When we announced this the following day, it was thrilling and felt like the ball was already rolling.

6. **Prayer and Praise in the New Facility** (day before Commitment Sunday).

Because of our particular building, we were able to host a prayer and praise on the Saturday morning before Commitment Sunday. This gave people exposure to the space and allowed us to dedicate it with worship to Jesus and prayer for him to accomplish all he had called us to.

7. **Commitment & First Fruits Sunday** (the big day).
This is the day when people make their commitments. We made sure that everyone had seen the Commitment Card by handing them out in weeks prior as well as sending pictures of it via email.

Like the first weekend of the Campaign, this is a day when you want to get everyone there. A few days before, we sent the following email:

Second Mile Family,

**September 19th is Commitment Sunday** for the Beyond Campaign — that’s **THIS** Sunday!

Hopefully by now you’ve had the opportunity to pray, seek counsel, and talk with your family about how you can be involved prayerfully and financially with Beyond.

Last weekend, 28 leadership families committed $120,000 and gave $24,000 in cash towards our goal!

This puts us well on our way to our minimum goal of $500,000 (remember, God is able to do “far more abundantly beyond all we ask or think!”).

Now you have the chance to joyfully make your commitment.

This will be a wonderful time of celebration and joy as we step out in faith together.

**Here’s what will happen Sunday:**

- You’ll get a commitment card to fill out and give (click here for a preview of this card).
- You’ll be able to give a “first-fruits” offering in cash (or checks designated to “Beyond”).
- You’ll be able to make a pledge commitment for how much you will give over the next 16 months.

**I’m praying that God would use this new building to:**

- provide a place for thousands of people in our community to hear and respond to the gospel
• engage our students and children in a relevant environment where they can grow and bring their friends
• offer a safe, warm place for community events
• create a counseling and recovery environment that helps many people in times of crisis and difficulty

So...whether you’re a fully-engaged member of Second Mile or an occasional guest...this will be a Sunday you won’t want to miss.

See you there!

Because the Tomb is Empty,

Luke Simmons
Lead Pastor

P.S. Be sure to read this blog post answering the question, “What if I don’t think I can give to Beyond?”

P.P.S. Remember that all Beyond giving is tax-deductible and all commitments are confidential.

At the end of the service, we gave extended time for prayer, passing out Commitment Cards, fill them out, and pass the offering baskets. After the baskets were passed, they were brought to the front of the stage where we prayed over them and committed them to the Lord. In the end, our people pledged $477,070 (95%) and received $86,614 (17%). We considered this to be a significant success.

8. Celebration Sunday (week after Commitment)

The week after Commitment Sunday we decided to spend some time celebrating. We had spent five weeks as a church looking towards the Campaign vision and God had provided in powerful ways. Though we were short of our goal, it was not by much and we felt confident we could eventually get to our goal with new people who would later join the Campaign, and this proved true.

We celebrated by sharing stories of God’s provision to particular people in unexpected ways that demonstrated his faithfulness as they stepped out in faith. Then, during the first part of the sermon, I recapped where we had been over the past few months and then—with much excitement—announced the total. People enthusiastically rejoiced. Finally, we hauled in a bunch of river rocks, in fitting with an illustration I had used in the week about “courage” and had everyone who committed to the Campaign take a black permanent marker and write a verse, prayer or lesson on their rock. Each family took its rock home to serve as a powerful reminder of God’s grace, the vision, and their commitment.
FOLLOW-UP THE CAMPAIGN

While it’s wonderful and exciting for people to commit to the vision of your Campaign, all the momentum can be lost if not followed up on properly. Here are some recommended ways to follow-up:

1. **Continue regular communication about the Campaign’s progress.**

   After so much time is put into the Campaign series, some of the pressure and urgency will wane. This is a good thing. You cannot sustain the pace of the Campaign series for the duration of the Campaign. Nonetheless, take every opportunity to communicate the progress of the building and the finances. Whenever possible, share pictures of construction and celebrate the progress. Figure out regular, systematized ways to communicate these updates through emails, bulletin, or social media.

2. **Communicate to individuals about their financial progress at key moments.**

   People have prayerfully and thoughtfully made a sacrificial commitment to the Campaign. They are all-in. Yet they sometimes still forget the progress they’ve made or how close they are to fulfilling their pledge. Figure out a plan for communicating their progress at key times. Perhaps every six months would be an appropriate time to send a communication that thanks them for their generosity and sacrifice, reminds them of the vision, and updates them as to the progress of their pledge. Additionally, it would be wise to send communication in early December so that people are reminded of a good way to make an end-of-year push.

   This kind of personalized follow-up requires good record-keeping systems. Sadly, in our Campaign, this was an area where we dropped the ball and we likely had some people not finish their commitment.

3. **Discern wise ways to involve newcomers.**

   As a growing church that needs a facility, you will inevitably have new people that join you sometime between Commitment Sunday and the completion of the Campaign. How will you connect these people to the vision of the Campaign? Develop a plan for sharing Campaign information with new members and enlisting their support.

4. **Celebrate and communicate vision repeatedly.**

   The driver of the Campaign is the vision God has given you for his church. As often as possible, share stories of God’s work among you that are pictures or expressions of this vision. Remind people that this is why you exist as a church and what is driving you towards the completion of the Campaign.