

Capital Campaign 101

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What is a capital campaign?

A set of fundraising and outreach activities to raise money for a specific need - in many cases a building

What's the difference between a capital campaign and the annual stewardship campaign?

Capital Campaign - one time commitment paid over three years; for a specific purpose.

Annual Stewardship Campaign - pledge paid yearly to support the ongoing operating expenses of the congregation

We do not want people to reduce their annual pledge to make a commitment to the capital campaign

How does a capital campaign work?

- We ask for commitments this spring
 - Goal of one on one conversations with everyone in the congregation
 - Will ask for annual pledge and capital commitment at the same time
- Commitments are paid over 3 years
 - Some people may be able to pay in a lump sum, which will help start construction
 - We will continue to hold annual stewardship campaigns during those three years
- Construction will start after we receive commitments from everyone, but before we finish collecting all the money

How will we raise \$2.2 million?

We hope everyone will contribute AND we know that people will be able to contribute at very different levels

This chart is an example for a \$2.3 million dollar campaign

Essential Gifts Chart for a \$2.3 Million Capital Campaign
Gifts Payable Over Three Years

Gift Range	# of Gifts	Total
Major Gifts:		
\$400,000	1	\$400,000
\$100,000 to \$199,999	2	\$250,000
\$75,000 to \$99,999	2	\$150,000
\$50,000 to \$74,999	4	\$212,500
\$40,000 to \$49,999	4	\$170,000
\$30,000 to \$39,999	4	\$130,000
\$20,000 to \$29,999	7	\$171,500
Subtotal Major Gifts	24	\$1,484,000
General Gifts:		
\$15,000 to \$19,999	10	\$175,000
\$10,000 to \$14,999	12	\$150,000
\$7,500 to \$9,999	16	\$140,000
\$5,000 to \$7,499	20	\$125,000
\$1,000 to \$4,999	70	\$210,000
Less than \$1,000	many	\$16,000
Subtotal General Gifts	128	\$816,000
Grand Total	148	\$2,300,000

Where do people find money to give to a capital campaign?

Many people give to Capital Campaigns not out of their annual income, but out of their net worth.

- Investments or other savings
- Required minimum distribution (from an IRA)
- Qualified charitable donation
- Financial planning adjustments

Even if you can't do this, you can find other creative ways to give, for example: taking a sabbatical from other charitable giving

What are we voting for on March 5?

The March 5 vote is to launch a capital campaign for a specific amount (\$2.2 million) for a specific project (Visionary plan but keeping the pews)

Questions?

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