



We help you fund your vision

## Receiving More Than 100%

By David Bennett, President

Churches do not hold capital campaigns to receive pledges. They hold them to receive the gifts that pledges represent. Many church campaigns receive only about 2/3 of the amount pledged, so \$1M in pledges might result in the church actually receiving over \$300,000 LESS than expected. Campaigns that we lead do far better than average.

### First Baptist Church, Clovis, CA **108% received**

First Baptist Church of Clovis, CA recently completed their two-year campaign to raise funds for a new building. Associate Pastor Ken Hendrix, who led the campaign, reports that pledges of \$606,224 produced actual gifts of \$653,872—108% of the pledged total. Yes, we do see that kind of result from time to time.

### Preparing for success **Key Factors**

Ken Hendrix cites these critical factors in their success:

“In the 18 to 24 months leading up to the actual campaign, we were very active in communicating a very focused vision of the church, who we were and what our purpose was and continues to be....We also did a lot of work on identifying pieces of our structure which were making us dysfunctional and gave careful attention to creating an environment of

unity.” Notice that they allowed plenty of time to prepare; they emphasized a clear vision for their ministry; and they paid attention to church health as well as church needs.

Another factor in their success: “During that same time period we were talking about the space needs and the costs associated with building. As much as possible, we wanted no one to be surprised by the numbers or shocked by the commitment.” Clear communication about needs prepares people to be generous in

their support.

Finally Ken reports: “We kept talking about [the campaign] and kept people in the loop regarding the need, the reality, and the mission of our church relating that to how the construction would help us accomplish that mission.” This was done throughout the entire two-year payment period. The results speak for themselves.

### Continuing support **It's What We Do**

Ken also graciously give us credit for our campaign support that continued throughout the follow-up period. We agree that it is essential to have professional support through the *entire* campaign. That is what we do, and we keep on doing it because we are committed to the success of our churches.



# Q&A

## How can we know if we are ready for a capital campaign?

Every campaign that we lead begins with a feasibility study. We check the vital signs of your church to determine its readiness to support a campaign with generous giving.

There are three major answers that come from such a study: the church is ready; the church *can* be ready once certain issues are resolved; or this is not the time for a campaign.

## When should such a study be done?

Preferably at least six months before you expect to begin, and before a final decision has been made to proceed.

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