

## **A. Phase I - PREPARATION**

### **1. Discovery Process**

“We get started with the collection of administrative information on your church accompanied by specific project data which when combined together will produce a “Project Analysis Report.” This report will enable you to launch your campaign effectively and cast your vision for the church to rally around.

### **2. Campaign Customization**

We provide recommendations, plans, and guidelines based upon our discovery process which will facilitate the goal of achieving your campaign objectives.

### **3. Set Calendar**

Based upon the launch date for your campaign, we will create a calendar covering all activities, events, services and training meetings.

### **4. Enlist Team Leaders**

We will provide steps for discovering and successfully enlisting your campaign team leaders.

### **5. Print/Multimedia**

Sample letters, promotional brochures, and multimedia presentations are provided which address every aspect of your capital campaign.

## **B. Phase II - ORGANIZATION**

### **1. Pastor's Preparation**

Sermon series accompanied with sermon script preparation forms are supplied to every pastor. Additionally, we provide a list of key capital stewardship operative words to be covered during each message. Careful calendar planning for the series of campaign messages are coordinated with your consultant.

### **2. Train Leadership Team**

Job descriptions and specific team emphasis materials are provided to each team leader in a preliminary leadership development and training meeting.

### **3. Recruit Volunteer Team Members**

Your consultant works with your Team Leaders in building their respective teams with team volunteers needed to carry out the designed tasks for their respective team.

### **4. Communications and Vision Casting**

Decide upon the print and multimedia items to be produced, distributed and shown during the campaign.

## **B. Phase III - CAMPAIGN**

### **1. Campaign Leadership Team Training Meetings**

Your CSS consultant will meet with all campaign teams for planning and development. A blueprint of “how-to’s” for strategic planning along with manuals and resources are provided, building a foundation for clarity, confidence and success.

### **2. Pastoral Challenge Messages**

Targeted challenge sermons are designed to connect the project to every ministry, age group and gender.

### **3. Prayer Emphasis**

The church is led to focus on a campaign related prayer emphasis that impacts each person’s daily prayer time, a family devotion season and church wide prayer events.

### **4. Information Stage**

Information in the form of literature, brochures, multimedia etc. is shared with the congregation communicating the building campaign goals.

### **5. Stewardship Lessons**

Age appropriate stewardship lessons will be provided for the entire church.

### **6. Testimonials**

Leaders from your departments and ministries will be given the opportunity to be trained to share what they “hear”, “see”, and “feel” will happen in their ministry as a result of this campaign project.

## **Phase IV - COMMITMENT**

### **1. Commitment Service(s)**

Opportunities are created for leaders and the congregation to make their financial commitments to the building campaign.

### **2. Celebration Service**

The time for an announcement and church wide celebration of the total commitments made to the project.

### **3. Cash Offering**

A designated Sunday in which the first offering is received towards the campaign and begins the giving season.

## **Phase V - GIVING & FOLLOW-UP**

### **1. Ongoing Project Awareness**

A monthly follow-up plan which keeps the congregation well informed of the campaign progress- as it affects the ministries, facilities and financial status of the campaign.

### **2. Publicity and Promotion**

A strategic plan is set up combining the use of newsletters, multi-media presentations and testimonials.

### **3. Involvement of New Individuals**

A systematic plan is designed and implemented to share the campaign vision with every guest and new member.

### **4. Semi Annual & Annual Commitment Service(s)**

Time outs during the giving season to say “Thank you” to the congregation for their faithful support, review what God has enabled us to accomplish, and challenge the new families to make a financial commitment to the remaining months of the campaign.