

**CAMPAIGN
FOR
CAPITAL FUNDS
OVERVIEW**



**A MINISTRY OF
CORNERSTONE
CONSULTANTS MINISTRIES**

AN INTRODUCTION TO THE CCM CAMPAIGN FOR CAPITAL FUNDS PROGRAM

Are you ready for a capital fund campaign? The capital campaign is for raising funds to help meet the capital or asset building needs of your church or organization. Capital campaigns are not conducted to pay current operating expenses.

Nearly always, capital campaigns involve an expansion of existing programs and services. A moribund or dead institution would have no need for a capital campaign. Vital, growing churches and institutions do.

If you were only interested in maintaining the “status quo” in your church or organization, you would not be reading this material. Obviously, there is something more you seek to accomplish for God. You have *“set your heart and your soul to seek the Lord your God; arise therefore, and build ye the sanctuary of the Lord God...”* (I Chronicles 22:19).

“The best thing about our campaign is what it did for us spiritually.”

During the next few months you will have frequent contact with your campaign consultant, your architect and other competent professionals. Most importantly, talk with and consult with the Lord. Remember the following points in the days to come (based on I Chronicles 22:1-19).

1. Do not settle for just a fund raising campaign. *“Now set your heart and your soul to seek the Lord your God.”* (v.19) More important than buildings is the edification of lives. Long after the bricks and mortar have crumbled, the changes you have helped to make in people’s lives will endure. When your capital campaign is over and you have commitments for the money you need to complete your project, you should be able to say “the best thing about our campaign is what it did for us spiritually.”
2. People of faith can see what is not yet built when God gives them a dream. *“Then David said, ‘This is the house of the Lord God’.”* Not a single stone or beam was in place! You too must see your project in your heart and mind before it can become a reality. When you do, you can then invite others to “share the dream.”
3. Pray diligently, plan wisely, give sacrificially, and boldly follow His will. *“The Lord give the wisdom and understanding, and give thee charge...that thou mayest keep the law of the Lord thy God.”* (v.12)
4. The resources needed for your project will be provided. God will never ask you for something you do not have or that He does not purpose to give you (gold, silver, brass, iron, timber, and stone (v.14), workmen (v.15), His presence (v.18).

The seeking of the Lord and the building of a place of worship are not two separate processes. We celebrate His living presence among His people by *“bringing the ark of the covenant of the Lord...into the house that is to be built to the name of the Lord.”* (v.19)

May God grant you His wisdom and His presence as you proceed with your capital funding program.

WHAT IS THE MISSION STATEMENT OF CCM?

Cornerstone Consultants Ministries seeks to provide a “Quality, Affordable, Low-Cost Fund-Raising Program to Southern Baptist Churches”.

WHO ARE WE?

Our consultants are experienced ministers. They have led churches in capital fund campaigns as ministers and now as specialists in capital fund efforts.

Our consultants have gone through an extensive training as capital fund specialists. This enhances the experience and expertise you receive and allows us to serve you better.

We have consulted in over 300 campaigns for capital funds, which have produced more than \$103,000,000 for new church buildings, renovation of existing buildings and/or debt reduction. We have proven results with Baptist churches and institutions.

Most importantly, we are equally concerned with spiritual as well as financial results. Experience has proven we can help lead you to superior results in both of these areas.

WHAT CAN WE DO FOR YOU?

We can help you save money.

- The church mortgage is not the most efficient method for financing church buildings.
- The use of church bonds will cost your church more money than you need to spend in order to do the construction you desire.
- You can, instead, raise major capital funds within three years at less than the cost of borrowing the money for one year.
- In addition to their annual budget, most churches have raised, over a three-year period, a sum equal to one-and-one-half times the amount of all the money they receive in undesignated receipts in one year. Some churches will do less and others will do far more.

WHO WILL LEAD YOUR CAMPAIGN?

A consultant from Cornerstone Consultants Ministries will be assigned to work with your church. The consultant will work closely with your pastor, staff and campaign leadership to help ensure you have a successful campaign. Your church leadership will actually lead the campaign. Your capital fund consultant will train your campaign leadership, provide clear job descriptions, work through proven material manuals, provide sample PR materials as well as help bring discipline and organization to your campaign.

THE ADVANTAGES OF USING THIS PLAN

Four words will describe how the CCM Capital Fund Raising program can be successful for your church:

1. **Personalized** – Your consultant will not “direct” your campaign. *The role of the consultant is to be a valuable resource to you during the entire process of the program.* He will help you to follow the specifics of the plan respecting the importance of each step in the process and their interdependence for a successful campaign. At the same time there is ample room for your own creativity. You are free to choose the name for your program which best describes your project and the distinctiveness of your congregation. Professional counsel will allow your church/institution to draw on many years of experience and resources to supplement, complement, and strengthen your in-house staff and resources.
2. **Proven** – This plan and the principles used are based on the experience of many churches. It is not based on pressure tactics or unconventional fund raising methods. Fund raising is not a simple process. It is a complex activity that seeks to involve people in service of a cause that is worthy of support. In your case, a cause that will minister to human needs in Christ’s name and further the causes of His kingdom.
3. **Productive** - This plan is built on an active management process based on organizational strengths. It follows the natural lines of communication through trusting relationships. It does not use a “nominating committee approach” where one group tries to recruit the entire volunteer organization. Instead it utilizes the team approach which allows several groups that are tied together through the Campaign Steering Committee to enlist the volunteer organization. The degree of success of your capital fund campaign will depend on the following three factors:
 - ONE – the degree of thoroughness with which each step of the program is carried out. This does not imply a slavish conformity but a thorough respect for the integrity of the program.
 - TWO – the display of the spirit, courage and vitality of the church.
 - THREE – the detail to prayer, diligent work, and sacrificial giving of the membership. **Pray earnestly with an open mind to seek His will, a willing heart to listen and obey and a generous and sacrificial spirit.**

***Do not settle for just
a fundraiser!***

4. **Principles** – Certain vital principles make this program work and insure that it will result in spiritual blessings as well as raising the capital funds needed. **DO NOT SETTLE FOR JUST A FUNDRAISER!**
 - a. The principle of prior commitment. You should not ask anyone to do something which you have not done. e.g. The pastor and his family are the first to make a financial commitment to the program. e.g. As a prayer visitor, you should make it a daily practice to pray for your pastor and church before taking a prayer calendar to someone else and asking them to pray for the total ministry of the church.

- b. The principle of “not equal gifts, but equal sacrifice.” Not everyone can give the same amount, but everyone can give something, and the gifts can be equal at the point of sacrifice.
- c. Gifts are neither begged or assessed. Each person or family is asked to take the concept of “equal sacrifice” seriously and pray that God will reveal His will for that family or person. In every survey that asked donors why they gave, the first response was overwhelmingly “because someone I know asked me.”
- d. Commitments are made privately. Usually commitments are made by each family or person and usually in the privacy of the home. There is no mass solicitation.
- e. All commitments should be “over and above” the member’s regular giving for a multi-year commitment (usually three). Only good follow-up will help to prevent “deflective giving” where regular budget program gifts are deflected to the capital fund program resulting in program and ministry deficits.
- f. Every effort is made to make the decision and the giving a meaningful spiritual experience.

Pray specifically for:

1. **G**uidance in how much you should lead your church to raise
2. **F**aith to be obedient to God’s leadership in making vital decisions about the capital campaign
3. **S**trength to persevere you in your commitment to be obedient.

C O R N E R S T O N E
C O N S U L T A N T S M I N I S T R I E S

STEP BY STEP THROUGH THE ACTUAL CAMPAIGN

- 1. Evaluation:** The consultant will assist the church's leadership in the evaluation of its potential. With the results of this meeting and other information, the consultant is able to help the church set realistic goals. Some churches raise an amount equal to their total annual receipts. Others raise up to one-and-one half times their total annual receipts.
- 2. Selection of a Steering Committee:** This committee is composed of nine of the most able leaders of the church (Campaign Director/Chairperson of the Steering Committee, Spiritual Emphasis Director, Promotion Director, Advance Commitment Director, Activities Support Director, Banquet Director, Campaign Secretary, and Follow-up Director). They represent the first stage of massive effort of people involvement. These leaders lead in the enlistment of persons to get the work of the program accomplished. Once a church has made a commitment to utilize Cornerstone Consultants Ministries a manual entitled "How to Enlist A Steering Committee" will be sent to the church.
- 3. Building and training the Organization:** For the duration of the first eight weeks, there is behind-the-scenes organization development and preparation for the church involvement part of the campaign. The consultant will be involved in providing leadership for the various training meetings.
- 4. Prayer Visitation.** Prayer visitors are enlisted to visit in the home of every church member and elicit, if possible, their prayer support for their church. Every effort is made to get each family to open up their lives to the leadership of God. In order to give this step the proper spiritual weight, the prayer visitors will be trained not to mention money or fund raising to those being visited.
- 5. Intensive Period.** The second part of the program is a five-week intensive communication period. A major brochure and four newsletters (one each week) are mailed to each home. Every family receives a written invitation to the banquet, an opportunity to sign up for the banquet and a follow-up telephone call. There are sermons by the Pastor and testimonies by committed members. Special Sunday School lessons are designed to inform the church membership.

Every effort is made to get each family to open up their lives to the leadership of God.

- 6. Banquet.** Every family is invited to a major banquet paid for by the church. It is to be a time of fellowship, inspiration and information. It is one of the great events in the life of the church.
- 7. Commitment Visitation.** In the two weeks following the banquet, Commitment Visitors go into every home to make sure all questions about the campaign have been answered. If the steering committee so chooses the commitment visitors will receive the sacrificial commitment from the people during this visit. Other methods of receiving the commitment are available.
- 8. Follow-up.** Immediately following Victory Sunday the Follow-up committee begins to contact the church members that have not turned in a commitment card. This committee also begins the process of involving new church members in the campaign over the remainder of the program.

COST OF THE CAMPAIGN CONSULTANT

What will a Cornerstone Consultants Ministries Capital Funds Campaign cost the church? The average cost is 2% of the amount you are raising. The larger the amount you raise the lower the percentage will be.

The Cornerstone Consultants Ministries will work with you in every way to make your campaign a success. We will provide manuals and materials, either on CD or printed at cost, and will be available for phone and e-mail consultation throughout your Campaign.

A CCM Consultant will be present with you five times (more if needed at no additional honorarium) during your campaign. Your consultant will not "lead" your capital funds campaign. The Pastor and church leaders are responsible for "leading" your campaign. Your consultant will serve as the person who gives professional assistance to you throughout your campaign. He will lead the training sessions for your campaign workers and serve as a liaison with the Cornerstone Consultants Ministries Office for materials and additional support.

The church is responsible for the following expenses in relation to the consultant:

1. The consultant's honorarium. The honorarium is determined by your total membership is \$10.00 per total church member as reported in your most recent Annual Church Profile. Minimum honorarium is \$5,000)
2. The consultant's expenses to and from your church field (current IRS mileage rate, or air fare, plus meals and lodging).

Estimating the Consulting fee:

The CCM consulting fee is far less than the cost of other professional fund raising organizations. The cost for your CCM Consultant is determined as follows:

Initial Presentation

(A presentation will be made to your leadership at no cost to you.) **\$0.00**

Consultant Honorarium

(\$10.00 per total church member as reported in your most recent Annual Church Profile. Minimum honorarium is \$5,000)

Your Consultant Honorarium is **\$____.00**

Consultant Travel

(Consultant travel expenses will include auto expenses to be repaid at the current IRS mileage rate or air fare plus meals and lodging) Your Consultant Travel Expenses are **\$____.00**

TOTAL CONSULTANT EXPENSE **\$____.00**

One-half of the Consultant Honorarium is to be paid by the time the Steering Committee Training Session takes place. The remainder of the Honorarium is to be paid by the time the Host/Hosstess Training Session occurs. Travel expense is to be paid at the time of each visit. Please make the checks payable to Cornerstone Consultants Ministries. The entire Honorarium may be paid by the Steering Committee Training Session if the church chooses to do so.

WHAT CAN YOU EXPECT FROM CCM

1. Professional consultation by a trained Capital Fund Consultant, which will include:
 - 5 on-site consultations to instruct and prepare your campaign leaders. (More if necessary without any additional honorarium.)
 - Telephone and e-mail consultation from the Cornerstone Consultants Ministries Office and/or the Consultant as needed.
 - Follow-up program. We will suggest procedures during the campaign to help you maximize receipts and maintain the support of your people throughout the length of the entire campaign.
2. Excellent and proven campaign materials
 - Manuals for your campaign leaders provided to you on CD at cost or printed at cost.
 - Resource materials.



CAMPAIGN CALENDAR

PHASE I: SPIRITUAL AND ORGANIZATIONAL PREPARATION							
WEEK ONE	Sunday ()	Monday ()	Tuesday ()	Wednesday ()	Thursday ()	Friday ()	Saturday ()
Pastor & Campaign Director select Steering Committee members.							
WEEK TWO	Sunday ()	Monday ()	Tuesday ()	Wednesday ()	Thursday ()	Friday ()	Saturday ()
Pastor, Campaign Director & Consultant plan first Steering Committee.							
WEEK THREE	Sunday ()	Monday ()	Tuesday ()	Wednesday ()	Thursday ()	Friday ()	Saturday ()
Steering Committee Meets with Consultant for training.							
WEEK FOUR	Sunday ()	Monday ()	Tuesday ()	Wednesday ()	Thursday ()	Friday ()	Saturday ()
Steering Committee Meets.	Steering Committee recruits workers; Begin work on brochure						
WEEK FIVE	Sunday ()	Monday ()	Tuesday ()	Wednesday ()	Thursday ()	Friday ()	Saturday ()
Steering Committee Meets with Consultant. Training for Banquet Team. Pastor shares his commitment.	Begin work on Banner, Posters, Goal Board						

WEEK SIX Steering Committee Meets. Campaign Director Shares his/her commitment.	Sunday () Steering Committee Identifies Advanced visits.	Monday ()	Tuesday ()	Wednesday ()	Thursday ()	Friday ()	Saturday ()
WEEK SEVEN Steering Committee Meets with Consultant. Training for Prayer visitors.	Sunday () Prayer Calendars ready	Monday () Commitment cards from Steering Committee & Staff turned in	Tuesday ()	Wednesday ()	Thursday ()	Friday ()	Saturday ()

**PHASE II: INTENSIVE PERIOD
SPIRITUAL AND FINANCIAL COMMITMENT**

WEEK EIGHT	Sunday ()	Monday ()	Tuesday ()	Wednesday ()	Thursday ()	Friday ()	Saturday ()
Campaign Opens	PRAYER VISITS IN HOMES						
Steering Committee Meets. Follow-up Training for Prayer Visitors & Assignment Meeting.							
					Campaign Newsletter #1 Mailed		
WEEK NINE	Sunday ()	Monday ()	Tuesday ()	Wednesday ()	Thursday ()	Friday ()	Saturday ()
Steering Committee Meets.	Testimonies Day 1 of 8 Days of Prayer Pastor announces his commitment. Collective Totals of commitment for Pastor, Staff & Steering Committee.	Day 2 of Prayer	Day 3 of Prayer Banquet Invitations mailed	Day 4 of Prayer	Day 5 of Prayer Campaign Newsletter #2 Mailed	Day 6 of Prayer	Day 7 of Prayer

WEEK TEN Steering Committee Meets. Advance Commitment Cultivation. *Training for Host/Hostess. *Training for Commitment Visitation Captains & Commitment Visitors.	Sunday () Day 8 of Prayer	Monday ()	Tuesday () Building Brochure Mailed to Members.	Wednesday () Sunday School Lessons Distributed.	Thursday () Campaign Newsletter #3 Mailed.	Friday ()	Saturday ()
WEEK ELEVEN Steering Committee Meets.	Sunday () Testimonies.	Monday () Prepare Commitment Cards & Control System for Assigning Commitment Visits.	Tuesday ()	Wednesday () Sunday School Lessons Preparation.	Thursday () Campaign Newsletter #4 Mailed.	Friday ()	Saturday () Reminder calls from Host/Hostess for Banquet.
ADVANCED COMMITMENT							
WEEK TWELVE Campaign/Banquet Commitment Visitation.	Sunday () Sunday School Lesson Taught (Youth & Adults). Testimonies. Campaign Banquet. *Children's Party.	Monday () Assignment Meeting for Commitment Visitors.	Tuesday () Report Snack.	Wednesday () Update Goal Board.	Thursday () Report Snack.	Friday ()	Saturday ()
COMMITMENT VISITATION IN HOMES							
WEEK THIRTEEN Commitment Visitation.	Sunday () Testimonies. Update Goal Board. Report Snack (4:30 p.m.).	Monday ()	Tuesday ()	Wednesday () Update Goal Board.	Thursday ()	Friday ()	Saturday ()
COMPLETE COMMITMENT VISITATION IN HOMES							
WEEK FOURTEEN VICTORY SUNDAY	Sunday () Victory Service. Final Total Announced.	Monday ()	Tuesday ()	Wednesday ()	Thursday ()	Friday ()	Saturday ()
FOLLOW-UP BEGINS							

STEPS TO TAKE

1. Lead the church to decide to engage CCM to assist with your capital funds campaign.
 - a. If the church, committee, and/or staff would like a presentation of the CCM program one will be presented at no charge.
 - b. Contact the Cornerstone Consultants Ministries Office if you would like to have a presentation given (318-451-1160).
2. Send to the Cornerstone Consultants Ministries Office the agreement form at the conclusion of this booklet.
3. Once the agreement form has been received a CCM Consultant will be assigned to your church and a copy of the agreement form will be sent to the consultant.
4. The booklet entitled “A Pastor’s Guide to Enlisting the Campaign Steering Committee” will be sent to your church.
5. The Consultant assigned to your church will make contact with you to establish the date for delivery of the various campaign manuals.
6. The Pastor’s Manual, Campaign Director’s Manual, Campaign Secretary’s Manual, Spiritual Emphasis Director’s Manual, Advanced Commitment Director’s Manual, Commitment Director’s Manual, Banquet Director’s Manual, Promotion Director’s Manual, Activities Support Director’s Manual, and the Follow-up Director’s Manual will be produced on CD or in printed form and sent to your church.
7. The Consultant, Pastor, and Steering Committee Chairman will establish the dates for the calendar shown on the previous pages.

C O R N E R S T O N E
C O N S U L T A N T S M I N I S T R I E S

AGREEMENT FORM FOR A CHURCH WISHING TO CONDUCT A CORNERSTONE CONSULTANTS MINISTRIES CAPITAL FUNDS CAMPAIGN

This form represents a working agreement between the church and Cornerstone Consultants Ministries. This form should be completed and mailed to Cornerstone Consultants Ministries prior to the first Training Session with your Steering Committee. If you prefer, you may fax it to 318-442-8475. If you are ready to enter into an agreement with Cornerstone Consultants Ministries, please complete the following information:

1. Explain briefly what your project involves (e.g. new educational space) _____

2. Approximate cost of project: \$ _____
3. Architect's name and business address: _____

4. Does your church have any debt? Yes ___ No ___ If so, how much? \$ _____
What is the repayment schedule? Monthly payment \$ _____ for _____ months
5. Do you have a Building Fund? Yes ___ No ___ If so, how much? \$ _____

Please see "Cost and Payment Schedule for Your Consultant" on the following page.

I understand the financial arrangements related to the consultant's cost and wish to enter this working relationship with Cornerstone Consultants Ministries and Consultant.

Name of Church Pastor

OR

Mailing address Church Officer Responding for the Church

Physical Address

() _____
Church Telephone Number Date

Campaign Consultant: _____
(To be completed by CCM)

Please sign and return to: Cornerstone Consultants Ministries
79 Janell Drive Alexandria, LA 71303
Fax #: 318-442-8475
e-mail: randytompkins@cox.net

TO RECEIVE MORE INFORMATION CONTACT:

Randy Tompkins
79 Janell Drive
Alexandria, LA 71303
318-451-1160
Fax: 318-442-8475

EMAIL: randytompkins@cox.net

WEBSITE: www.cornerstoneconsultants.org



C O R N E R S T O N E

C O N S U L T A N T S M I N I S T R I E S

CONSULTANT COST AND PAYMENT SCHEDULE

A statement of cost related to your campaign consultant's honorarium and travel expenses will be submitted to you after the final Training Session for your Steering Committee, and your campaign training dates are set upon request.

Honorarium \$ _____
 (\$10.00 per total church member as reported in your most recent annual report. Minimum honorarium is \$5,000)

Travel \$ _____
 (Current IRS mileage rate, or air fare, plus meals & lodging)

TOTAL \$ _____

Payment Schedule

One half of total payment is due at the second Training Session for the Steering Committee.

Date _____ \$ _____

The second payment should be given to the consultant at the time the Hosts/Hostesses and Commitment Visitors are trained.

\$ _____

TOTAL \$ _____

If you prefer to make only one payment, it may be made payable to Cornerstone Consultants Ministries at any time prior to the Training Session for the Hosts/Hostesses & Commitment Visitors.

Please make the checks payable to Cornerstone Consultants Ministries.

You will need to issue your consultant a FORM 1099 Misc. for the amount of the amount of the honorarium. DO NOT include travel expenses on the 1099 as these have been accounted for under an accountable reimbursement plan.

Consultant's Signature _____ Date _____

AGREEMENT FORM FOR A CHURCH WISHING TO CONDUCT A CORNERSTONE CONSULTANTS MINISTRIES CAPITAL FUNDS CAMPAIGN

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Once this form has been received in the Stewardship Office a consultant will be assigned to your church and the “A Pastor’s Guide to Enlisting the Steering Committee” will be sent to you. Soon after the mailing of the Pastor’s Guide the Pastor’s Manual, Campaign Director’s Manual, and the booklets for each of the Steering Committee members will be sent to you.

If you are ready to enter into an agreement with Cornerstone Consultants Ministries, please complete the following information:

1. Explain briefly what your project involves (e.g. new educational space) _____

2. Approximate cost of project: \$ _____
3. Architect’s name and business address: _____

5. Does your church have any debt? Yes ___ No ___ If so, how much? \$ _____
What is the repayment schedule? Monthly payment \$ _____ for _____ months
5. Do you have a Building Fund? Yes ___ No ___ If so, how much? \$ _____

Please see “Cost and Payment Schedule for Your Consultant” on the following page.

I understand the financial arrangements related to the consultant’s cost and wish to enter this working relationship with Cornerstone Consultants Ministries and Consultant.

Name of Church

Pastor

OR

Mailing address

Church Officer Responding for the Church

Physical Address

() _____
Church Telephone Number

Date

Campaign Consultant: _____

(To be completed by CCM)

Please sign and return to: Cornerstone Consultants Ministries
79 Janell Drive Alexandria, LA 71303
Fax #: 318-442-8475 e-mail: randytompkins@cox.net