

# Capital Campaign

## Intensive Phase



The second phase of the Capital Campaign is the **INTENSIVE PHASE**.

In this phase, the Foundation assists the church to recruit leaders, make plans, kick off the campaign, invite the congregation to support the campaign, and collect gifts and pledges.

After the completion of the **Pre-Campaign Study (PCS)**, the Foundation staff will collaborate with Campaign leaders to provide, at minimum, the following:

- Initial conversations about the campaign with the pastor and key leader(s)
- Calendar with timeline for the campaign
- Detailed job descriptions for the 11-15 campaign committee members
- Assistance in choosing and recruiting campaign committee members
- Campaign Manual for each committee member
- Sample letters
- Lists of publicity ideas
- Mailing instructions
- Sample prayer focus items
- Sample logo ideas
- Agendas for each meeting
- Foundation staff representation throughout the process
- Sample campaign materials from other churches
- Consultant attendance at every campaign committee meeting, Dedication, Key Event, and Commitment services, Advance Gift Gathering
- Training for Front Porch and Calling Committees
- Anytime telephone consultation
- Worship leadership/preaching on a Sunday before the Commitment Sunday
- A Charitable Gift Seminar on alternate ways of giving
- Handout on alternate ways of giving to the campaign

The **INTENSIVE PHASE** of the Capital Campaign is ideally conducted within six months of the **Pre-Campaign Study**. It will take about four to five months.

Call **Rev. Jason Mahnke**, Director of Programming and Campaigns, at the Foundation at **888-903-9863** or email him at [jason@wumf.org](mailto:jason@wumf.org) for information regarding fees, other questions, or to set up a meeting with your planning, building or finance committee.