

Capital Campaign

Pre-Campaign Study



The purpose of a **PRE-CAMPAIGN STUDY** is to determine if there is adequate congregational support and if this is the right time to proceed with this capital campaign. Foundation staff will interview 25-30 couples/individuals to:

- **Identify potential campaign leadership**
- **Determine manageable goals for the campaign**
- **Uncover attitudes toward the proposed project**
- **Identify potential major gifts and pace-setting donors**
- **Secure information about probable support for the campaign**
- **Continue the information process about the campaign**

Foundation staff will provide, at minimum, items listed below.

- Initial conversations about the PCS/Campaign/project with the pastor and key leader(s) in the congregation.
- A Pre-Campaign Study guide which assists with
 - How to choose your committee
 - How to choose who will be invited to be interviewed
 - Sample letter of invitation and response form
 - Scheduling tool to schedule interviews
 - Data gathering forms about the finances of the church
 - Timeline of the process
- 25 copies of a printed and bound final report
- Meeting prior to the scheduled interviews with the steering committee
- Meeting immediately after scheduled interviews for preliminary results
- Presentation of the final report to the general church or select committees

The church can use these results to determine if the project is in line with church goals and if it is affordable.

This Pre-Campaign Study can be conducted even if you do not plan to work with the Foundation on a Capital Campaign. However, if all the parties agree to move forward, the next step is to plan for the Capital Campaign - **INTENSIVE PHASE**.

The **PRE-CAMPAIGN STUDY** will take about 6 to 10 weeks. The fee for the **PRE-CAMPAIGN STUDY** is \$4,000.

Call **Rev. Jason Mahnke**, Director of Programming and Campaigns, at the Foundation at **888-903-9863** or email him at jmahnke@wumf.org for more information or to set up a meeting with your planning, building or finance committee.