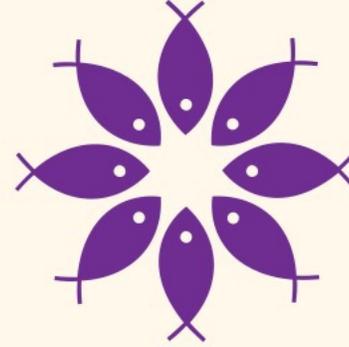




The  
**Presbyterian  
Church**  
in Canada



Presbyterians  
**Sharing**

# Capital Campaign Considerations

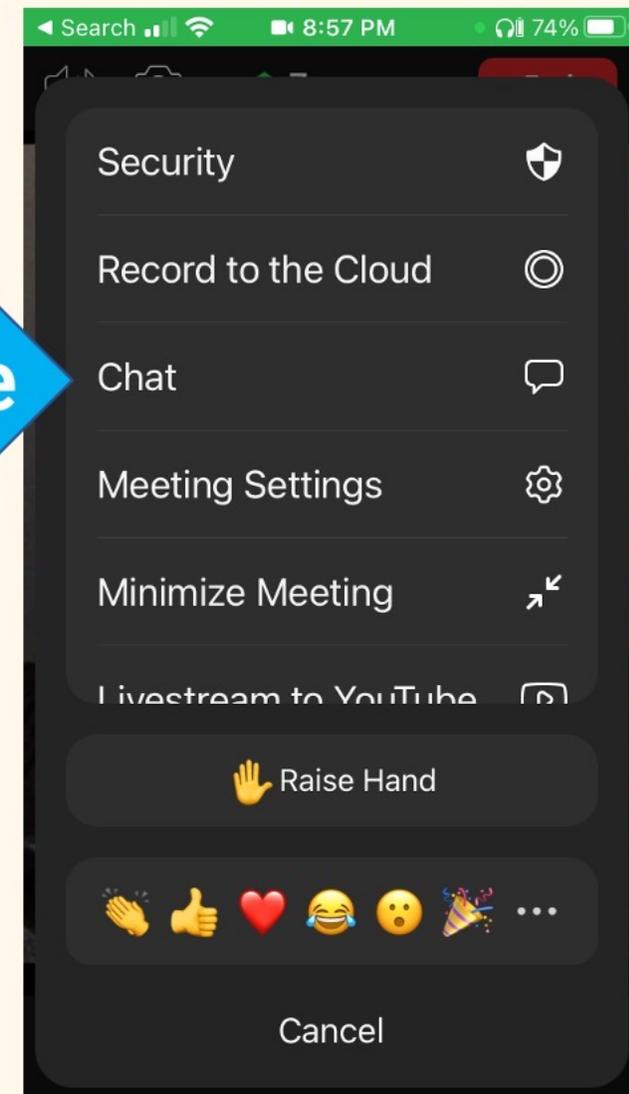
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**The Rev. Douglas Schonberg**  
**Relational Systems Consulting**

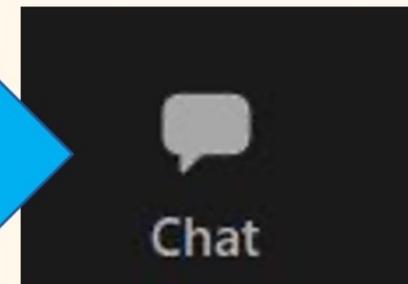
# Protocol

- Stay muted and use chat to ask anything
- Chat will be monitored and questions asked as we go along and at the end
- If you ask a question or make a comment, include a clue/reference to what your question is referring to
- There may be an opportunity to unmute at the end

Mobile



PC





# The Presbyterian Church in Canada

## Stewardship and Planned Giving Staff

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[hchappell@presbyterian.ca](mailto:hchappell@presbyterian.ca)

# Spread the word

Recording & Slides & Notes will  
be available at

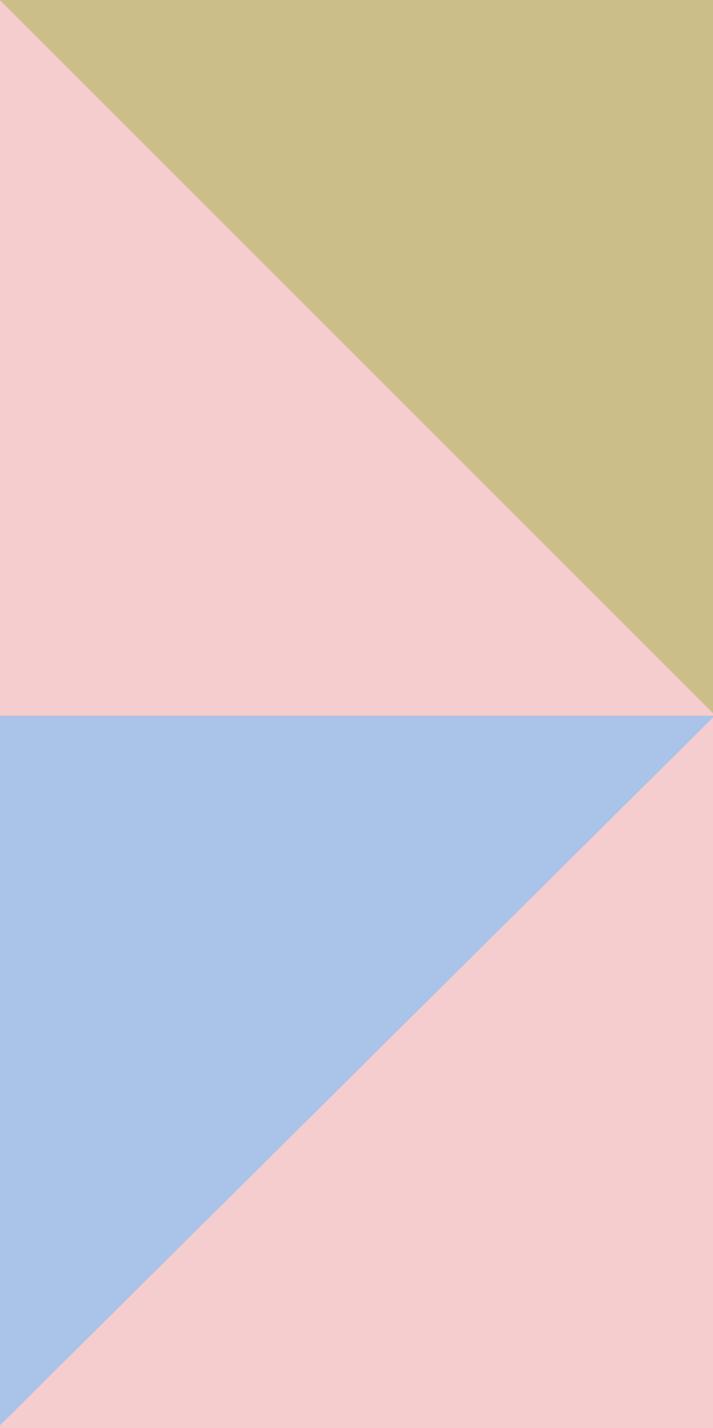
[presbyterian.ca/  
leadership-webinars](https://presbyterian.ca/leadership-webinars)

Share it around!



# **CAPITAL CAMPAIGN CONSIDERATIONS**

The Rev. Douglas Schonberg  
Relational Systems Consulting



# CONTEXT AND POINT OF VIEW

MINISTER AT CHIPPAWA PRESBYTERIAN CHURCH, NIAGARA FALLS 1998 – 2020

WORKING ON DOCTOR OF PRACTICAL THEOLOGY

RELATIONAL SYSTEMS CONSULTING

SHARING FROM MY PERSONAL LEARNED EXPERIENCE

CONGREGATION ATTENDANCE RANGE 110-170

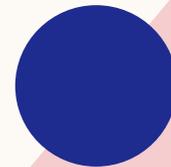
CONGREGATIONAL BUDGET APPROX. \$200,000 ANNUALLY

COMPLETION OF A RENOVATION PROJECT THAT WAS 8X THE SIZE OF THE  
ANNUAL BUDGET, NOW COMPLETELY PAID

# **TWO WEBINARS**

1. REASONS AND RESEARCH

2. RUNNING A CAMPAIGN





# **REASONS AND RESEARCH**

Webinar One

# POSSIBLE REASONS FOR A CAPITAL CAMPAIGN

## FACILITY

Addition  
Accessibility  
Repairs  
Renovation

## ENDOWMENT

Mission  
Capital Repairs  
Ministry Funding

## MINISTRY NEED

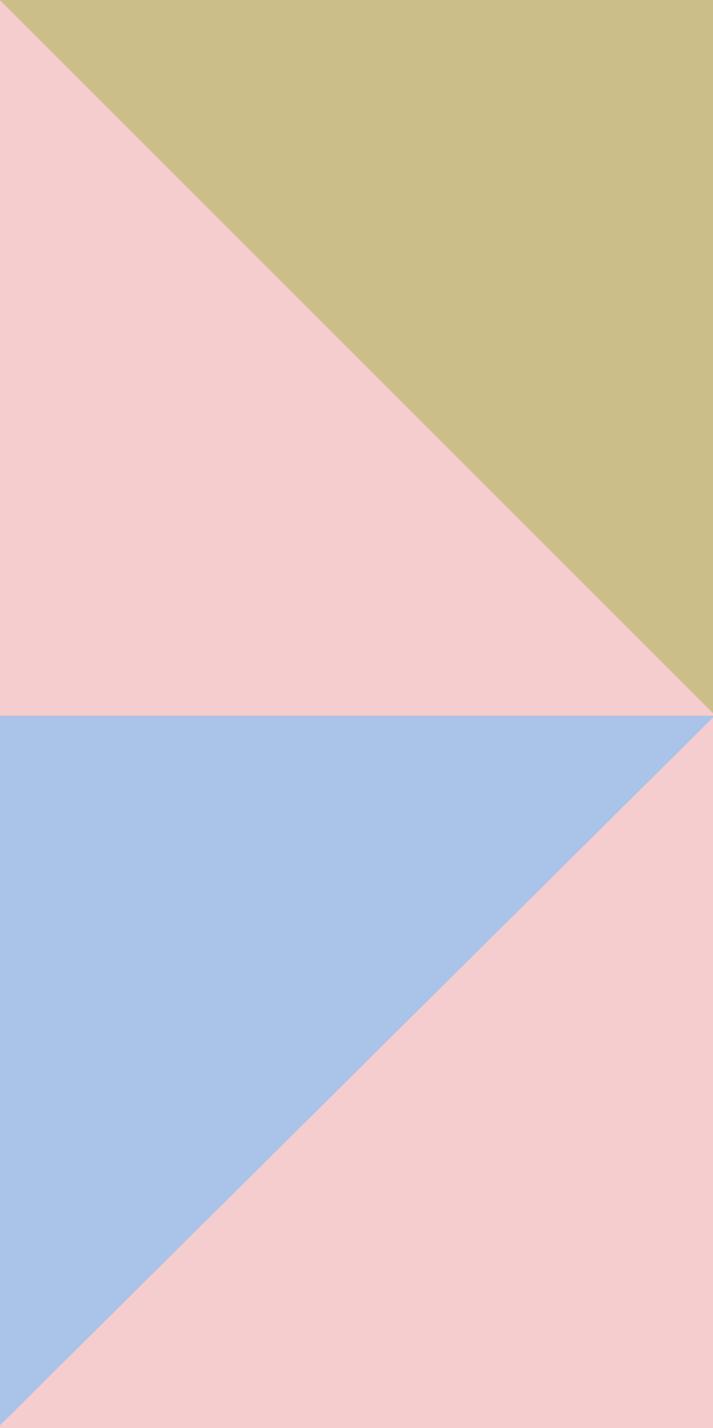
Equipment  
Furniture

## MINISTRY OPPORTUNITY

Community Care  
Community  
Program

## OTHER

A need that can't be  
met with regular  
budget



# QUESTIONS AT THE START OF A PROJECT

What has prompted the conversation?

What is the perceived need?

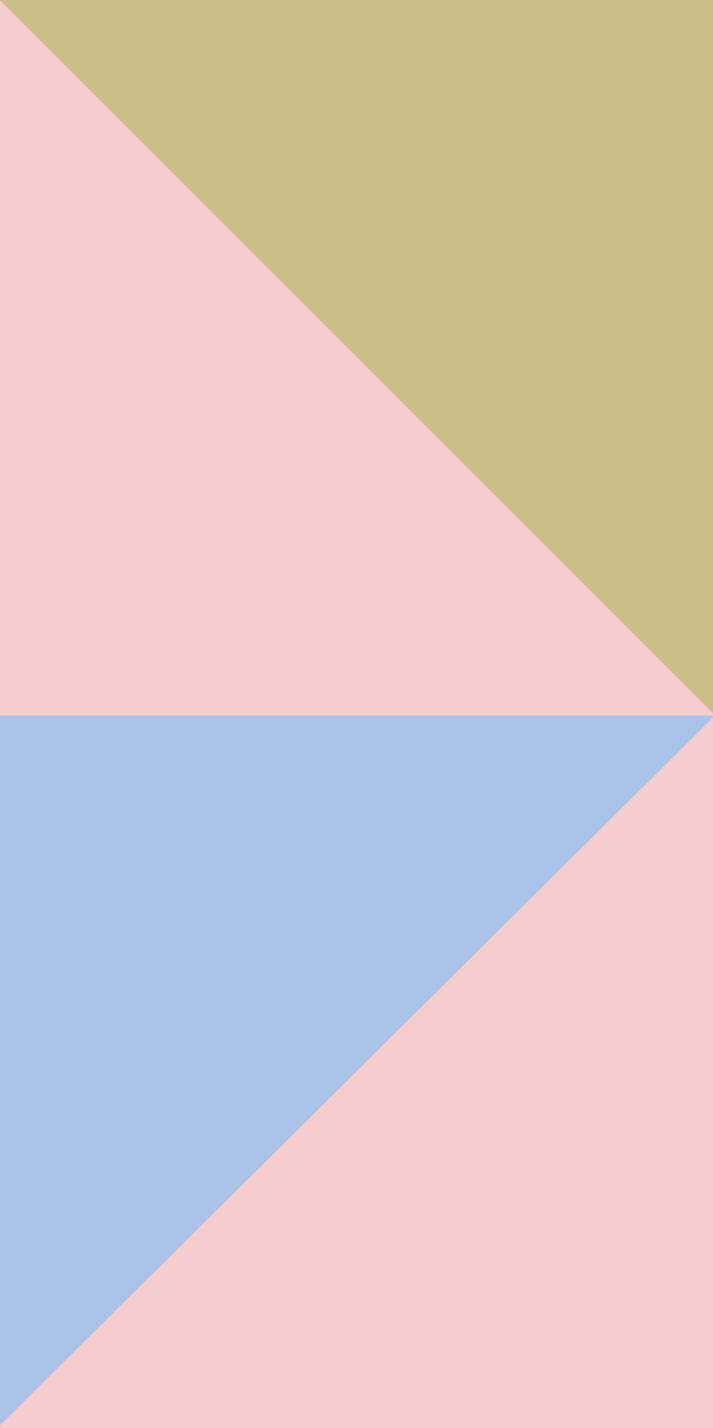
Who will this project serve?

Have we explored other means to resolve or meet the need?

What will be different, better, when this project is complete?

What are the values and principles driving the conversation?

Is this a capital campaign or another type of giving?



# **SOME UNDERLYING QUESTIONS WHEN CONSIDERING REASONS FOR RAISING CAPITAL**

1. Is it for people, not peace of mind?
2. Is it for mission and ministry, rather than for budget relief? "Money follows mission"
3. Is it for something special and 'other', not for annual budget or budget relief?
4. Is it beyond what can be done with a short-term special appeal?

# **GIVING DOORS**

**FROM KENNON CALLAHAN**  
**12 KEYS TO AN EFFECTIVE CHURCH**  
***PEOPLE GIVE IN MULTIPLE WAYS***

**SPONTANEOUS  
GIVING**

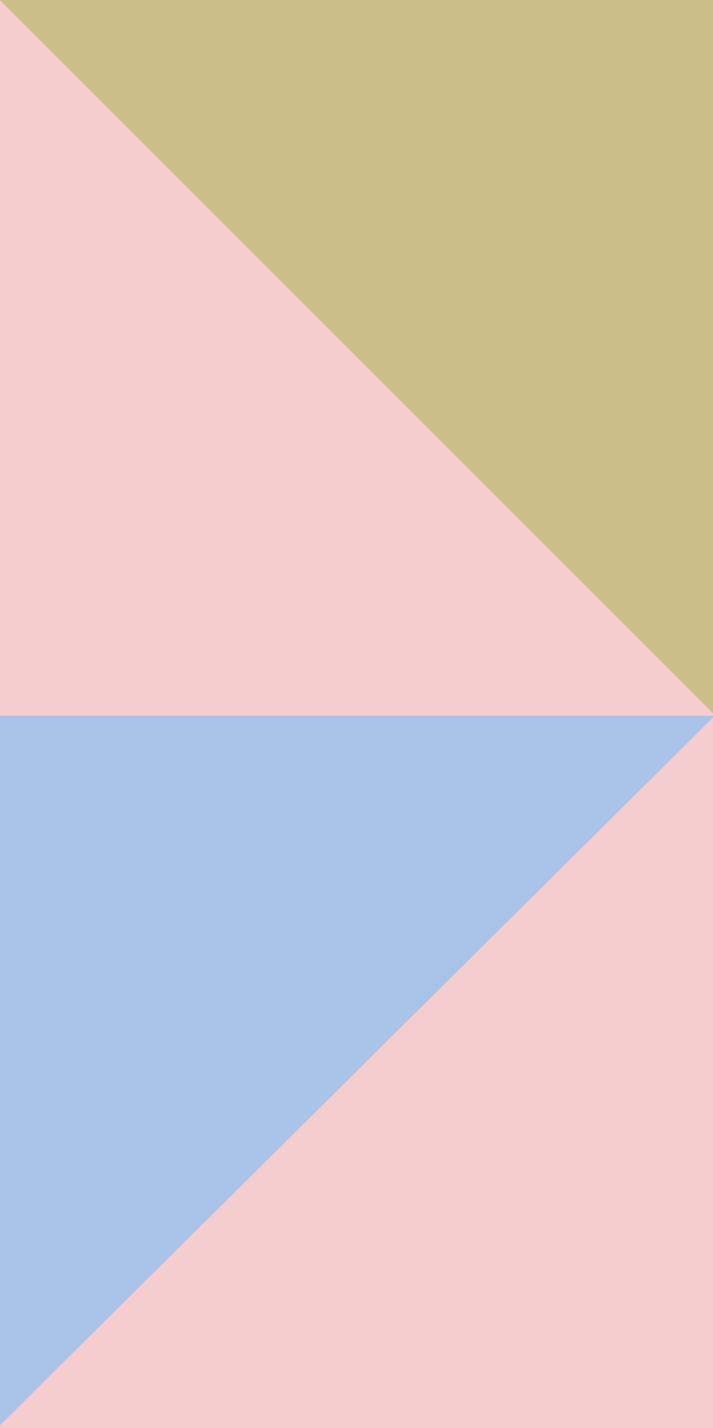
**MAJOR COMMUNITY  
WORSHIP GIVING**

**SPECIAL PLANNED  
GIVING**

**MAJOR PROJECT  
GIVING**

**ANNUAL BUDGET  
GIVING**

**ENDURING GIVING**



# SHOULD THIS PROJECT BE A CAPITAL CAMPAIGN?

Measure capacity against the annual budget.

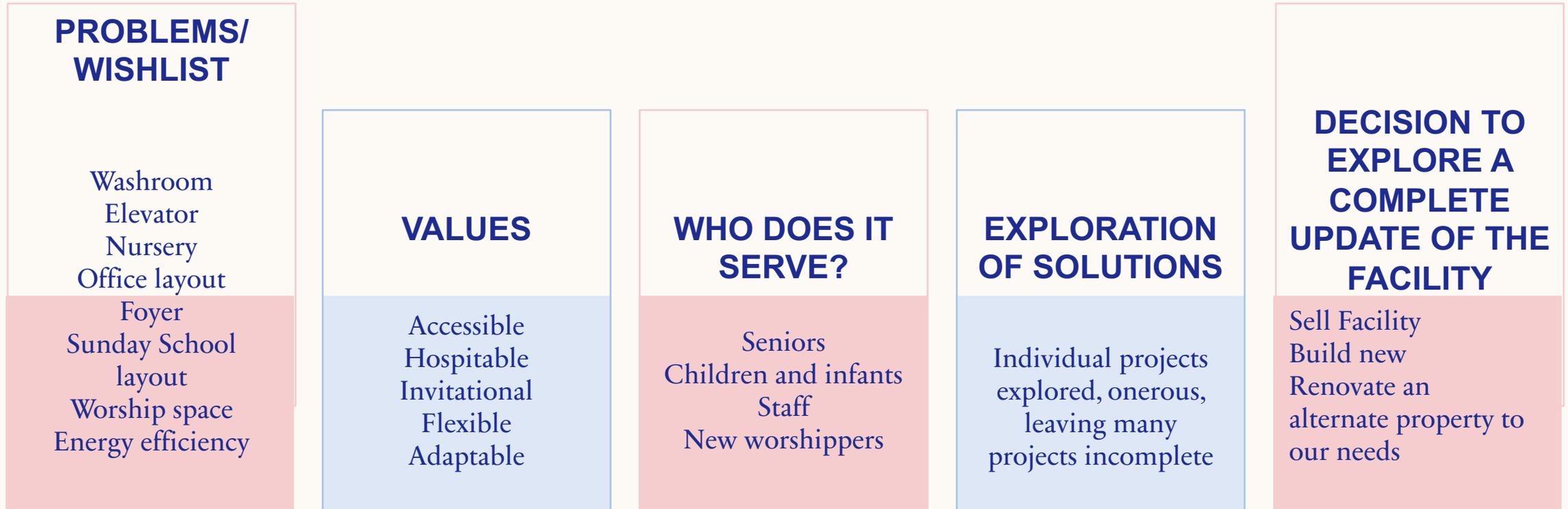
Is it more than 25% of the annual budget?

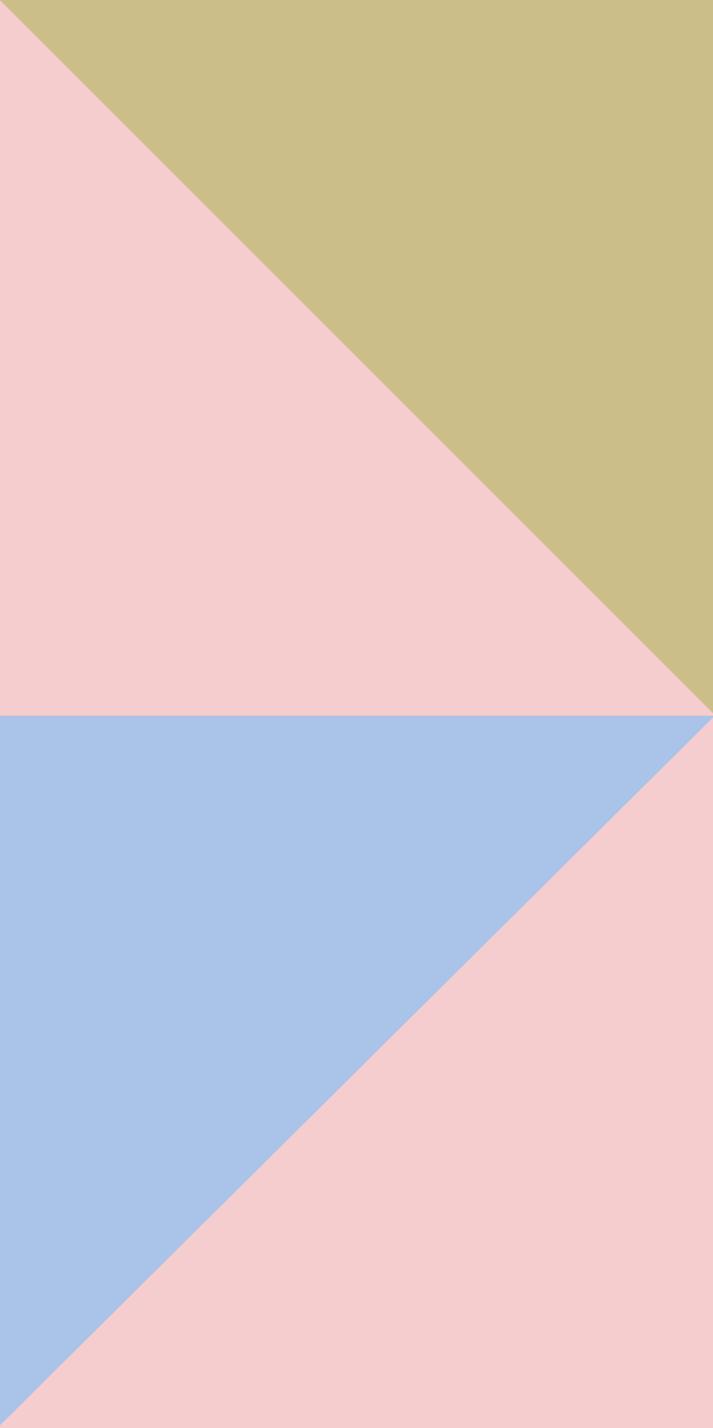
25 – 50% of Annual Budget could possibly be completed as a shorter term campaign.

At more than .5 - 1x annual budget a capital campaign could be considered.

At more than 3x annual budget, a multi-year capital campaign may be necessary.

# EXAMPLE FROM CHIPPAWA





# DO THE HOMEWORK

Do as much research as possible prior to commencing any Capital Campaign.

Be able to easily and quickly articulate the vision.

Anticipate and be able to answer questions/concerns.

Invest resources into information.

Be ready for many surprises, keep calm when they come.

You are building your 'case' with compassion, competence and confidence in order to prime generosity.

# HELPFUL RESEARCH PROMPT "WHEN YOU BUILD"

## When you build...

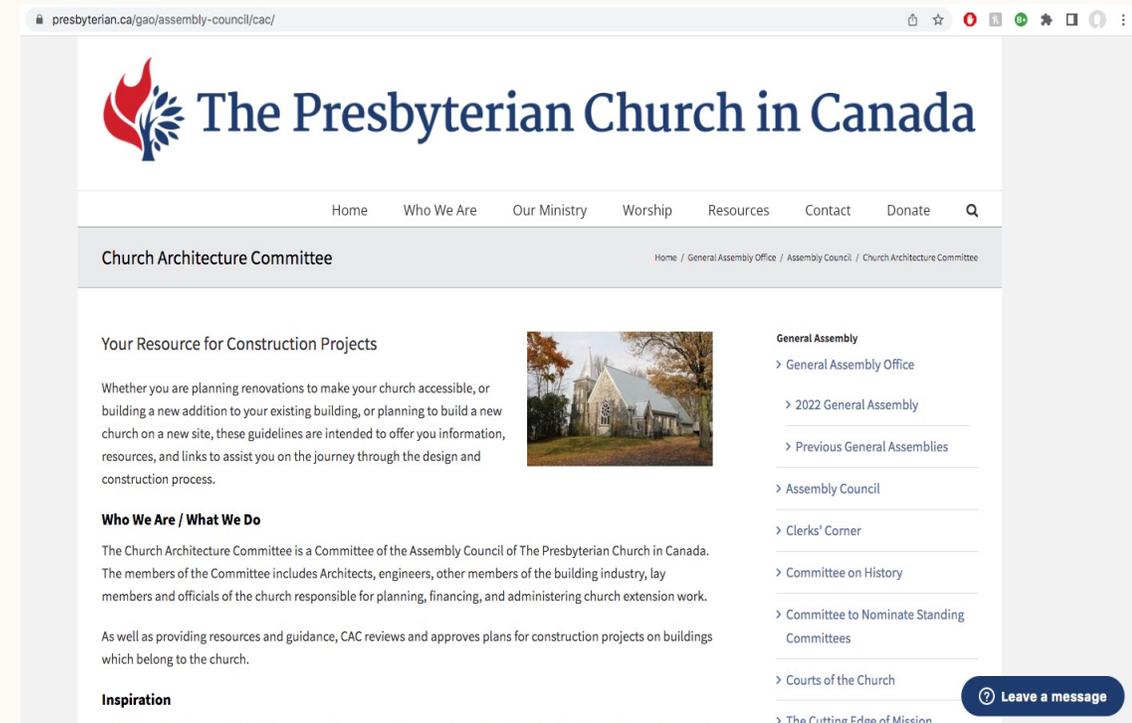
A Guide  
for congregations of  
The Presbyterian Church in Canada

1

- [https://presbyterian.ca/wp-content/uploads/gao\\_architecture\\_when\\_you\\_build\\_guide.pdf](https://presbyterian.ca/wp-content/uploads/gao_architecture_when_you_build_guide.pdf)
- Extremely helpful guide
- Mindfulness/Homework questions to be asked
- Does not address city zoning, site applications, building codes

# HELPFUL RESEARCH PROMPT "CHURCH ARCHITECTURE COMMITTEE"

- <https://presbyterian.ca/gao/assembly-council/cac/>
- "Guidelines for Successful Construction Projects" (download)



The screenshot shows a web browser window with the URL [presbyterian.ca/gao/assembly-council/cac/](https://presbyterian.ca/gao/assembly-council/cac/). The page features the logo of The Presbyterian Church in Canada, which consists of a stylized red flame and a blue leaf. The main heading is "The Presbyterian Church in Canada". Below this is a navigation menu with links for Home, Who We Are, Our Ministry, Worship, Resources, Contact, and Donate. The page title is "Church Architecture Committee". The main content area includes a section titled "Your Resource for Construction Projects" with a sub-heading "Guidelines for Successful Construction Projects" and a small image of a church building. Below this is a section titled "Who We Are / What We Do" and another titled "Inspiration". On the right side, there is a "General Assembly" sidebar with a list of links: General Assembly Office, 2022 General Assembly, Previous General Assemblies, Assembly Council, Clerks' Corner, Committee on History, Committee to Nominate Standing Committees, Courts of the Church, and The Cutting Edge of Mission. A "Leave a message" button is located at the bottom right of the page.

# HELPFUL RESEARCH PROMPT "SETTING UP LEGACY FUNDS AND ENDOWMENTS"

- <https://presbyterian.ca/wp-content/uploads/Endowment-Policy-Electronic-Workbook-for-PCC-FINAL-2017b.pdf> (download)

The Presbyterian Church in Canada  
L'Église presbytérienne au Canada



## Setting up Legacy Funds and Endowments

\*\*\*

**A Workbook to Help Your Congregation  
Develop Policies & Procedures**

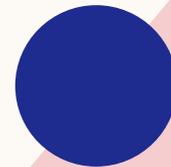
For use in congregations and ministries within The Presbyterian Church in Canada

# CHIPPAWA EXAMPLE

Extensive Research 2005-2007

First Capital Campaign 2008

Shovel in the ground 2010



# 2005-2009 WORK

Exploring Options other than renovating, sell, purchase  
another building, new property, design/build

Find An Architect/RFP (Request for Proposal)

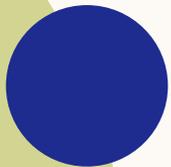
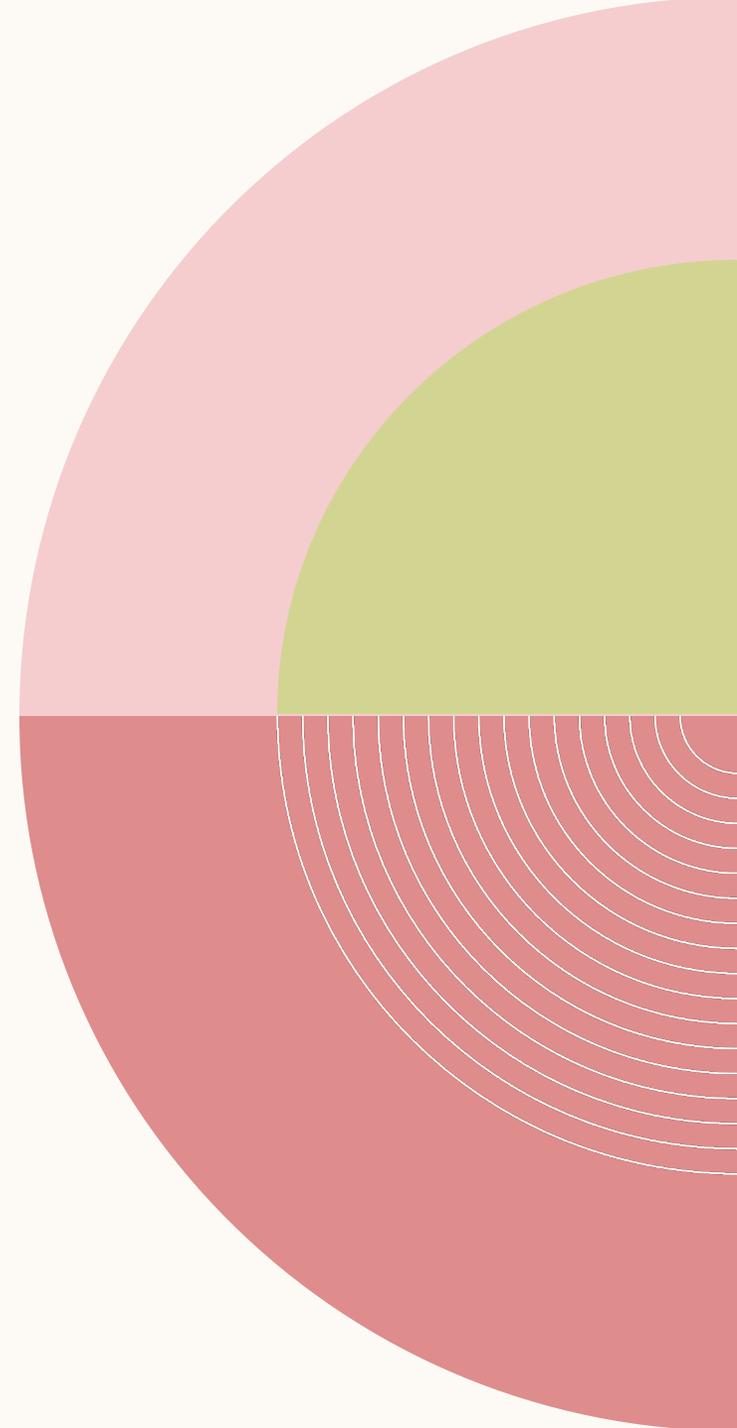
City of Niagara Falls zoning/Site Plan Application

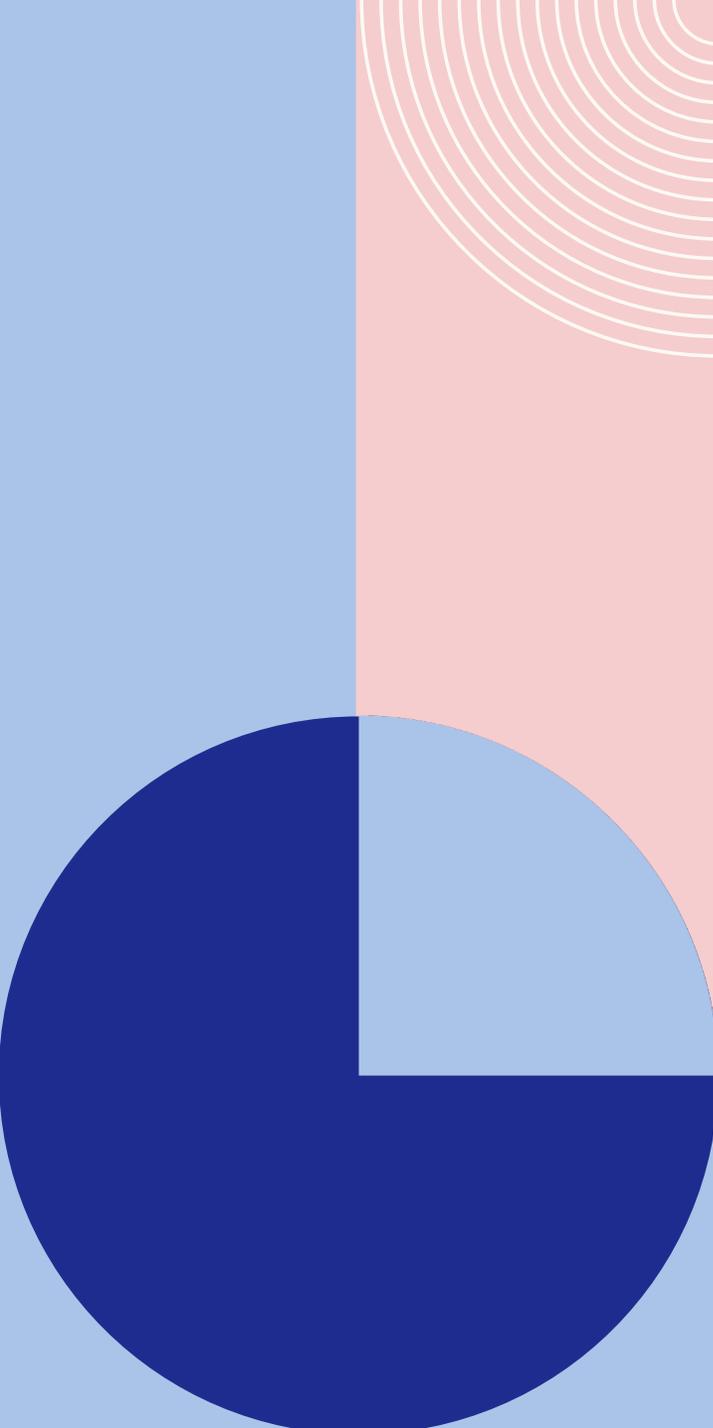
Legal Name

Consideration of hiring a Fundraising Consultant

Denominational Permissions – Presbytery, Architectural  
Committee

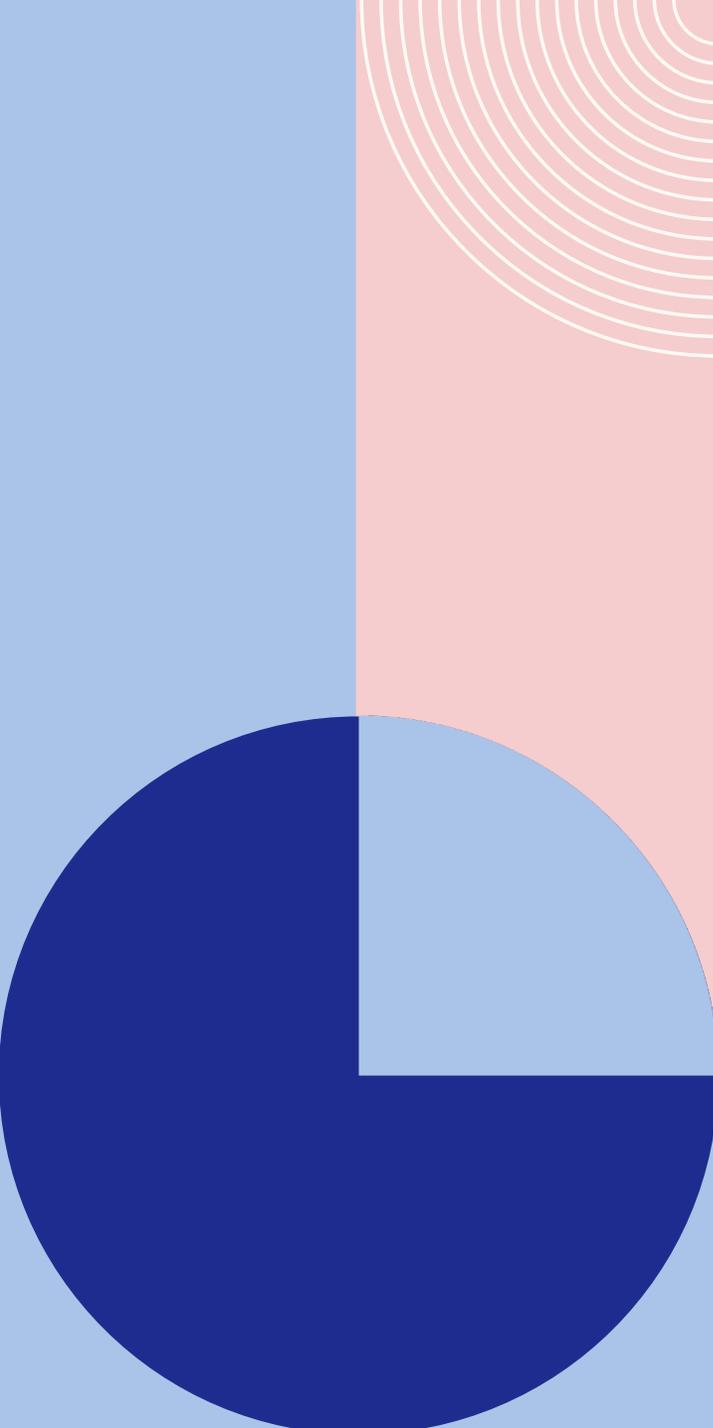
Financing – Banking, Foundations, Denominational Grants,  
Loan





# CITY/REGION

- Contact the City
- Planning Department
  - Ask for requirements
  - Building codes, a renovation could require updating of rest of facility
  - Site Planning
  - Parking; Requirements, Drainage
  - Zoning



# ARCHITECT

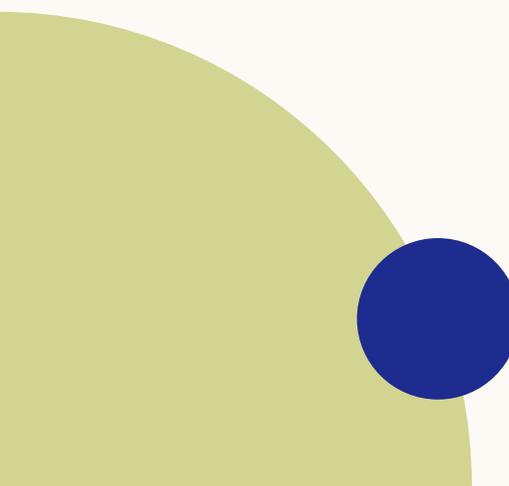
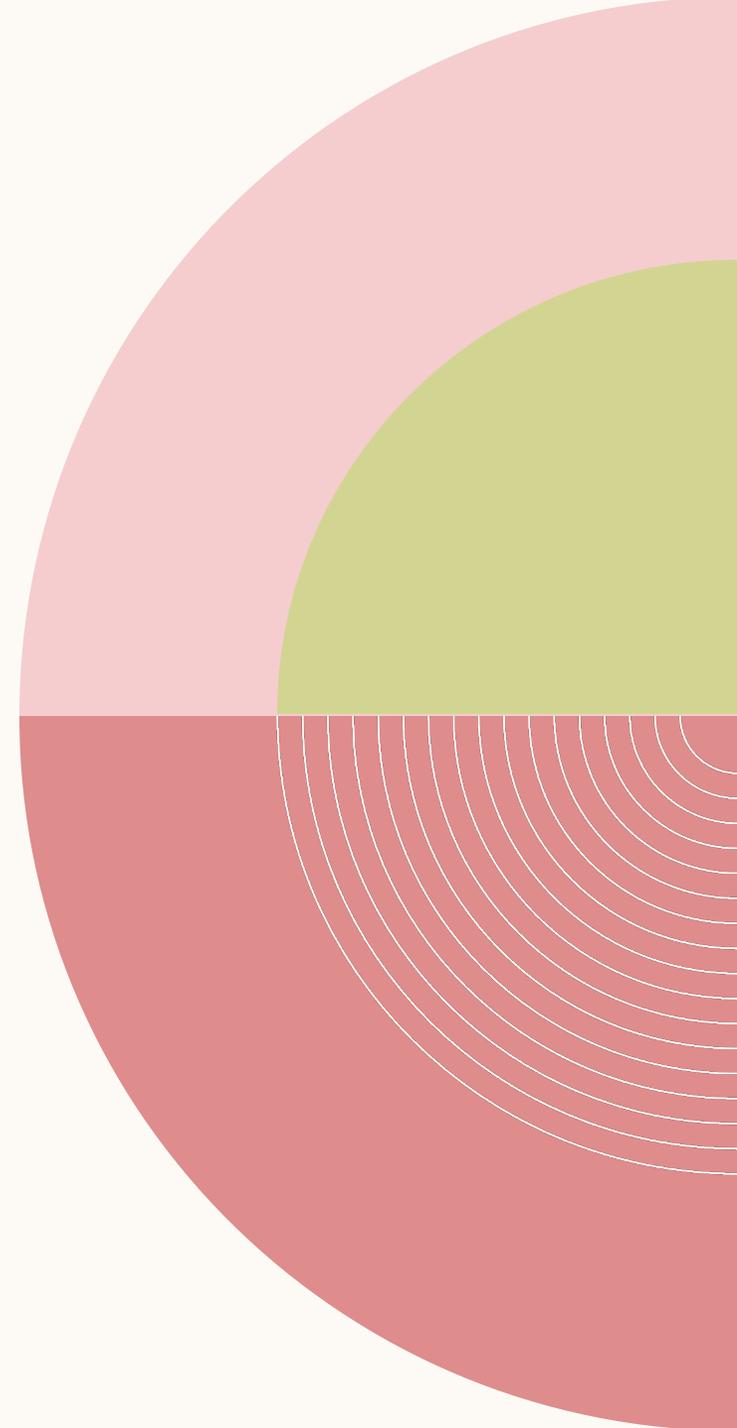
- Who is in your network?
  - Previous architect
  - Local
  - Referrals
- Advantages
  - Liaison with the City
  - Awareness of current codes
  - Communication with general contractor
  - Experience of designing space, making esthetic choices
  - Liaison with General Contrator

# DENOMINATION

Presbytery – Niagara Presbytery requires a 'Minute of Inquiry'

Congregation – Book of Forms 151, 162.1, 200.8

Architectural Committee



# SUMMARY

Do the homework

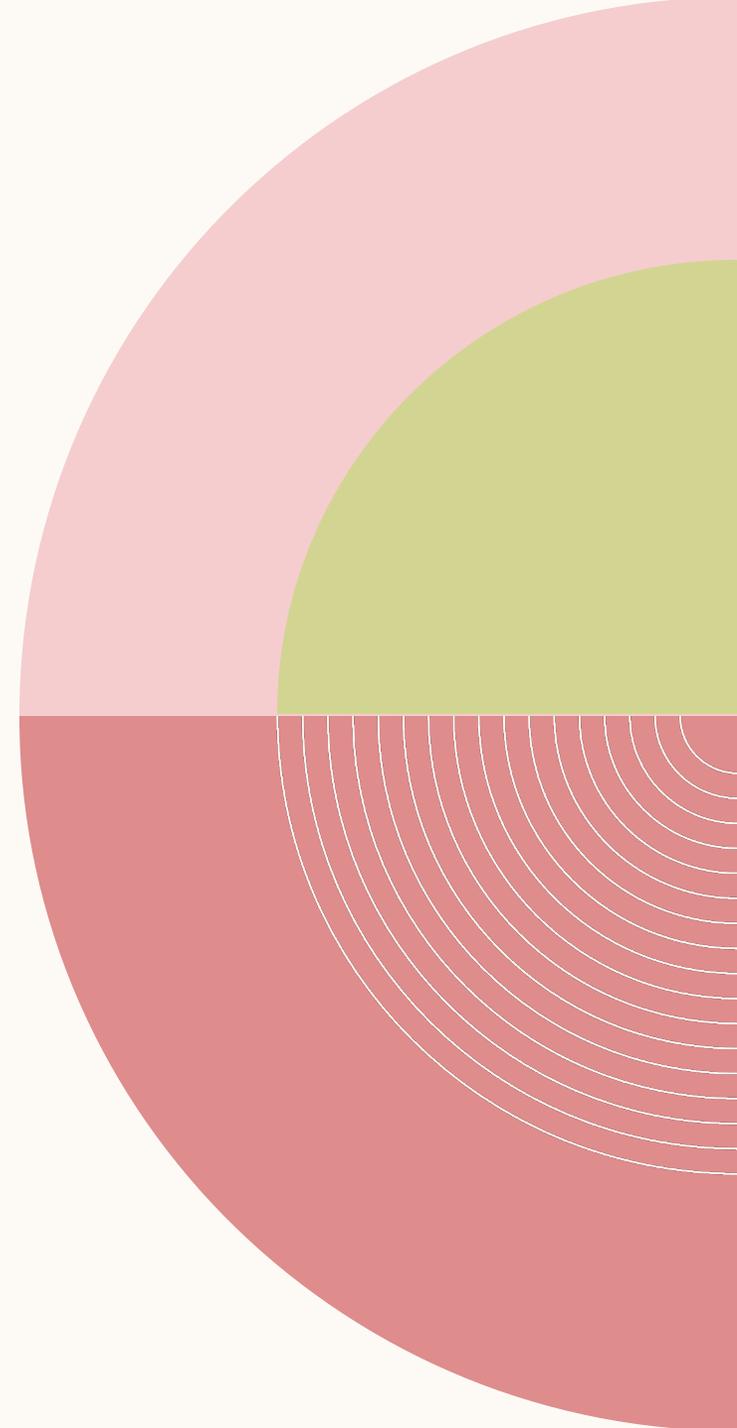
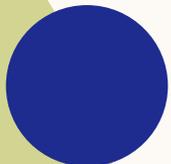
Know why

Know who

Know how

Know when

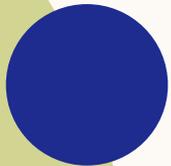
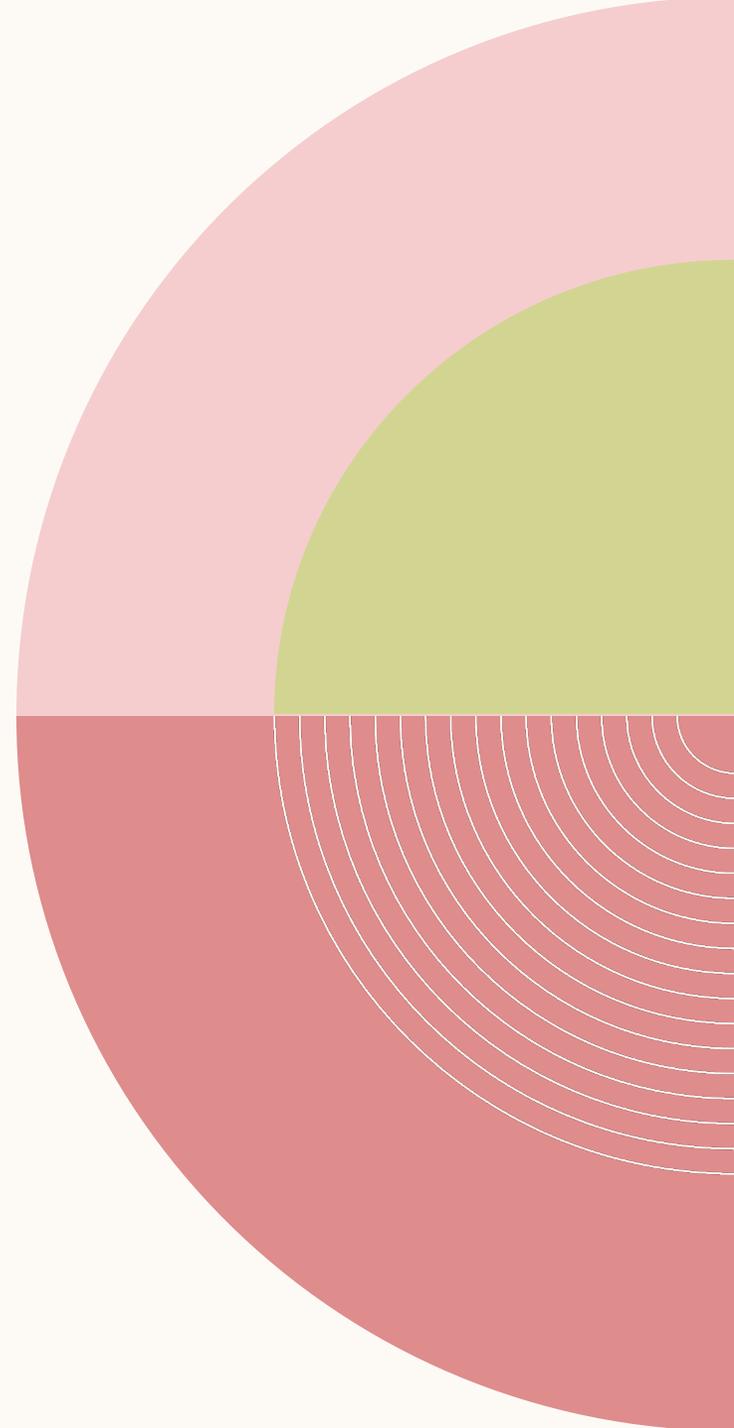
These become the foundation pieces for a capital campaign.



# BE THE CHURCH

They devoted themselves to the apostles' teaching and to fellowship, to the breaking of bread and to prayer. <sup>43</sup> Everyone was filled with awe at the many wonders and signs performed by the apostles. <sup>44</sup> All the believers were together and had everything in common. <sup>45</sup> They sold property and possessions to give to anyone who had need. <sup>46</sup> Every day they continued to meet together in the temple courts. They broke bread in their homes and ate together with glad and sincere hearts, <sup>47</sup> praising God and enjoying the favour of all the people. And the Lord added to their number daily those who were being saved.

Acts 2:42-47



# THANK YOU

Douglas Schonberg  
Relational Systems Consulting  
[relationalsystemsconsulting.com](http://relationalsystemsconsulting.com)

# Recording

Recording & Slides will be available at

[presbyterian.ca/  
leadership-webinars](https://presbyterian.ca/leadership-webinars)

Share it around!



# Contact Info



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Fax: 416-441-2825

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Douglas Schonberg,  
**Relational Systems Consultant,**  
[dougschonberg@hotmail.com](mailto:dougschonberg@hotmail.com)

# Time for Q & A



Use the chat to  
ask a question

# Coming Webinars

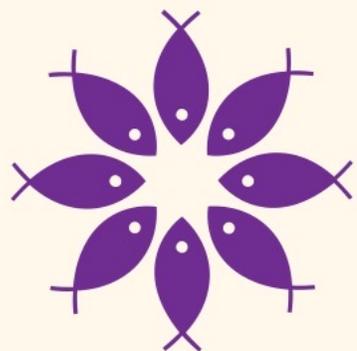


**What would you like?**

# Thank You



Share it around: [presbyterian.ca/  
leadership-webinars](https://presbyterian.ca/leadership-webinars)



Presbyterians  
Sharing