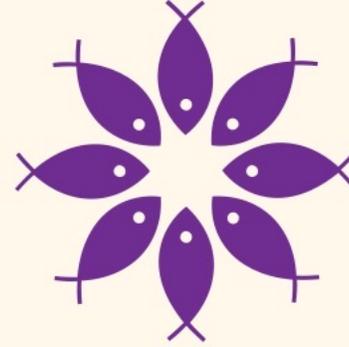




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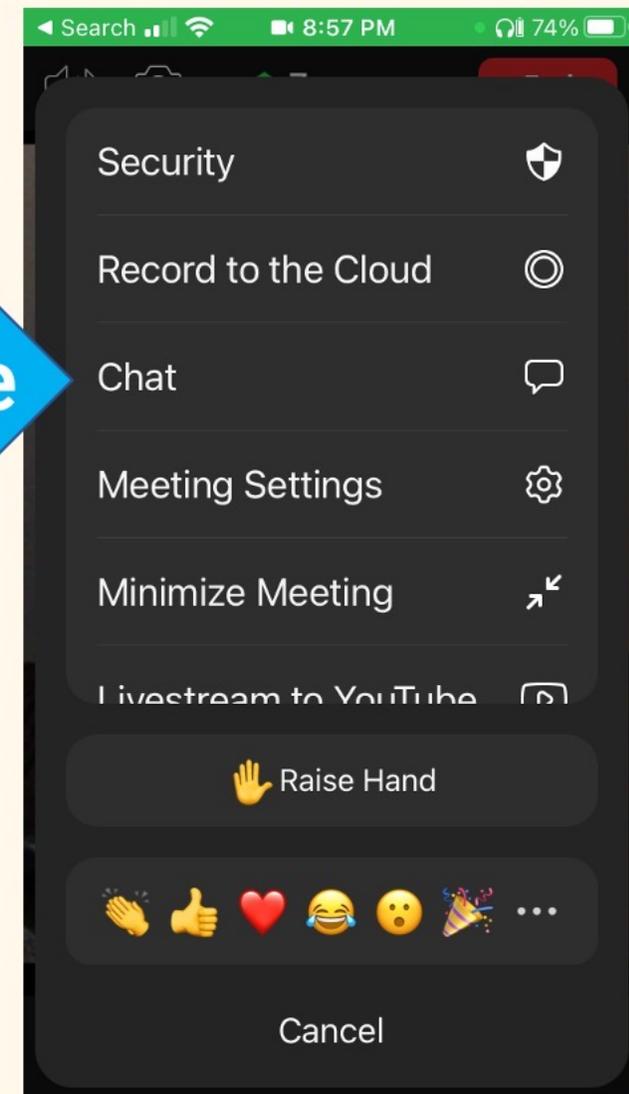
Capital Campaign Considerations

The Rev. Douglas Schonberg
Relational Systems Consulting

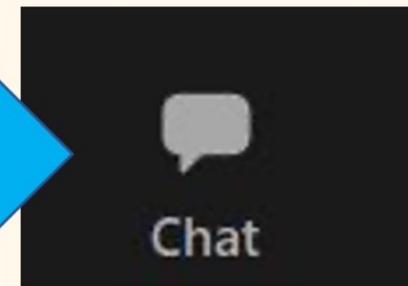
Protocol

- 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



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Stewardship and Planned Giving Staff

416-441-1111 or 1-800-619-7301 www.presbyterian.ca

Karen Plater, **Associate Secretary**, ext. 272

kplater@presbyterian.ca

Maggie Leung, **Gifts and Database Administrator**, ext. 239

mleung@presbyterian.ca

Jim MacDonald, **Development Manager**, ext. 257

jmacdonald@presbyterian.ca

Heather Chappell, **Education Program Coordinator**, ext. 267

hchappell@presbyterian.ca

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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 degree

Consulting/Counselling Practice – Relational Systems Consulting

Presenting today from a posture of experienced learning, not as a fundraising professional

Congregational context

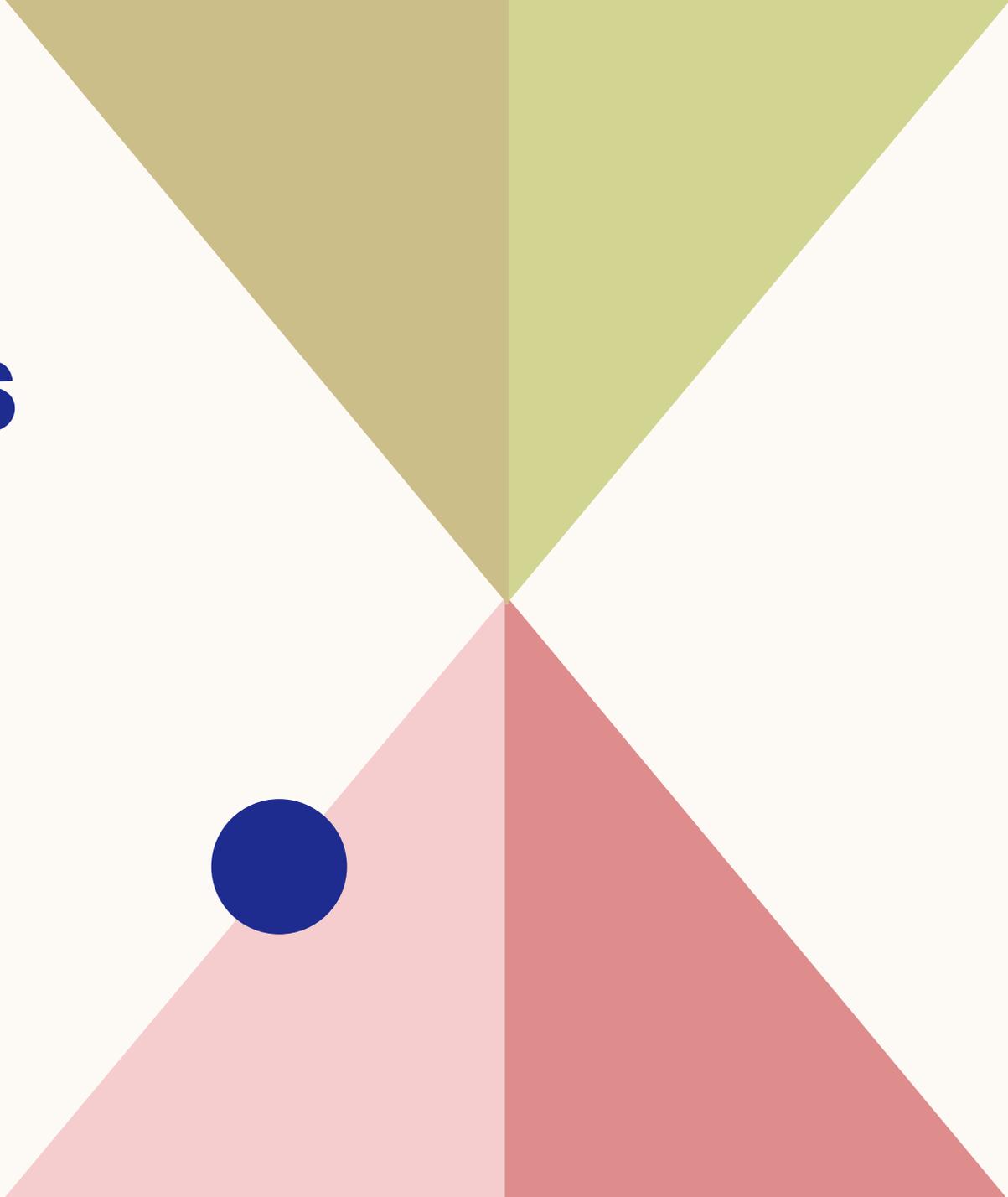
Attendance range 110 – 170

Annual budget approx. \$200,000

Renovation project at 8x annual budget completed in 2010

Three capital campaigns from 2008 to 2018.

Debt free in 14 years.



TWO WEBINARS

1. REASONS AND RESEARCH

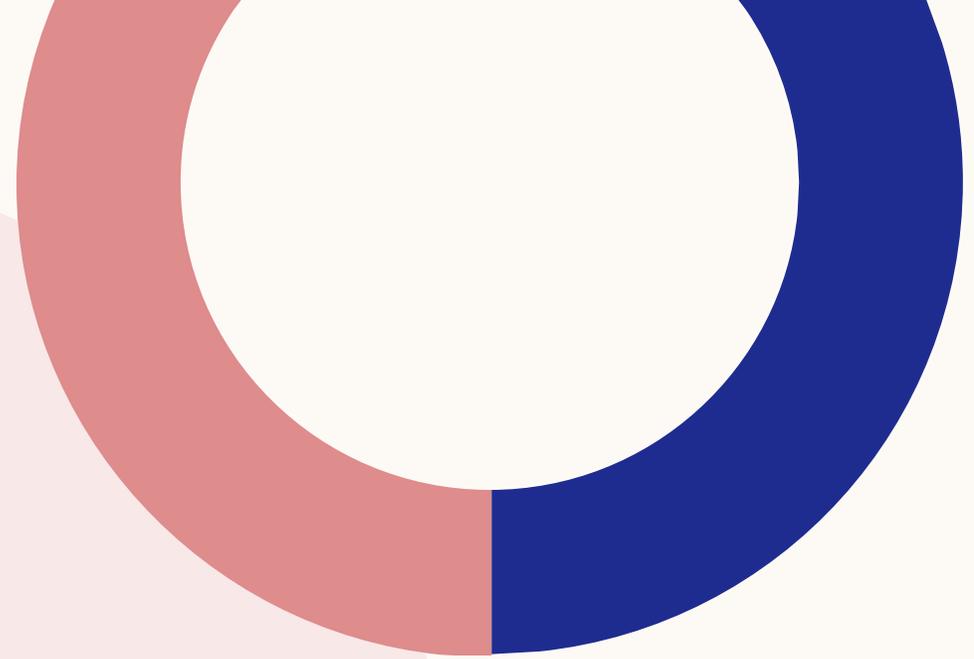
2. RUNNING A CAMPAIGN

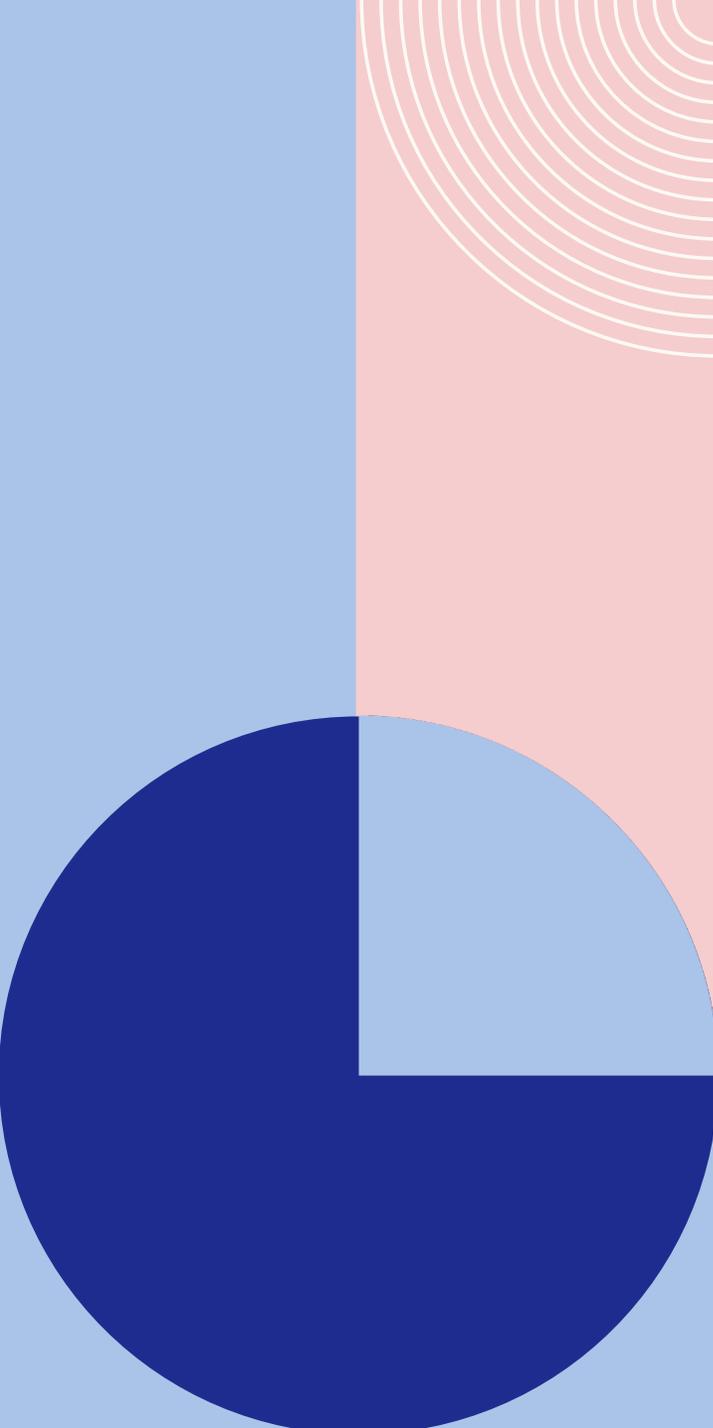


RUNNING A CAMPAIGN

Webinar Two

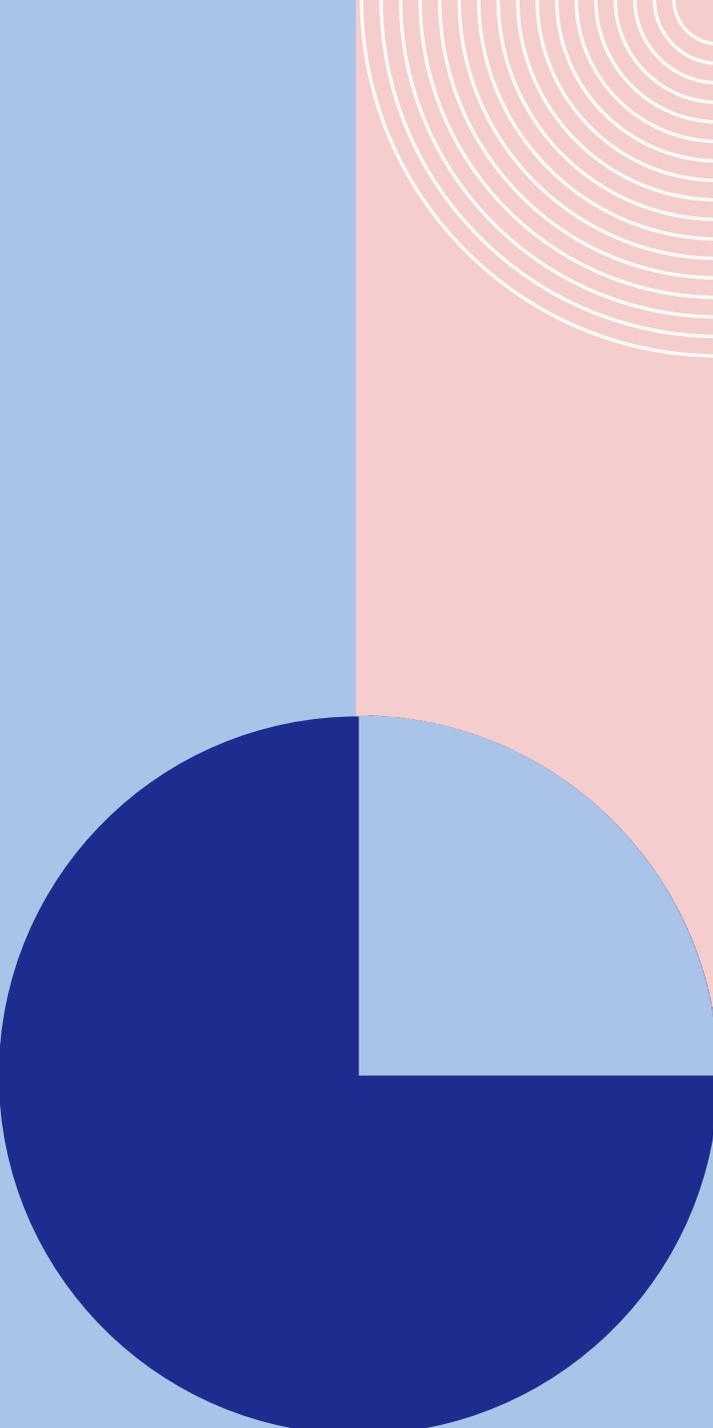
**SHOULD WE HIRE A
FUNDRAISING/CAPIT
AL CAMPAIGN
CONSULTANT?**





CONSIDERATIONS MAJOR BENEFACTOR

- There may be a major benefactor in your context. Individuals who have a high capacity for generosity could be approached and a partnership or plan created.
- If so major capital campaign may not be necessary.
- All the reasons and research work that was done for the campaign is as significant for presenting to one individual as it is for presenting to a community.



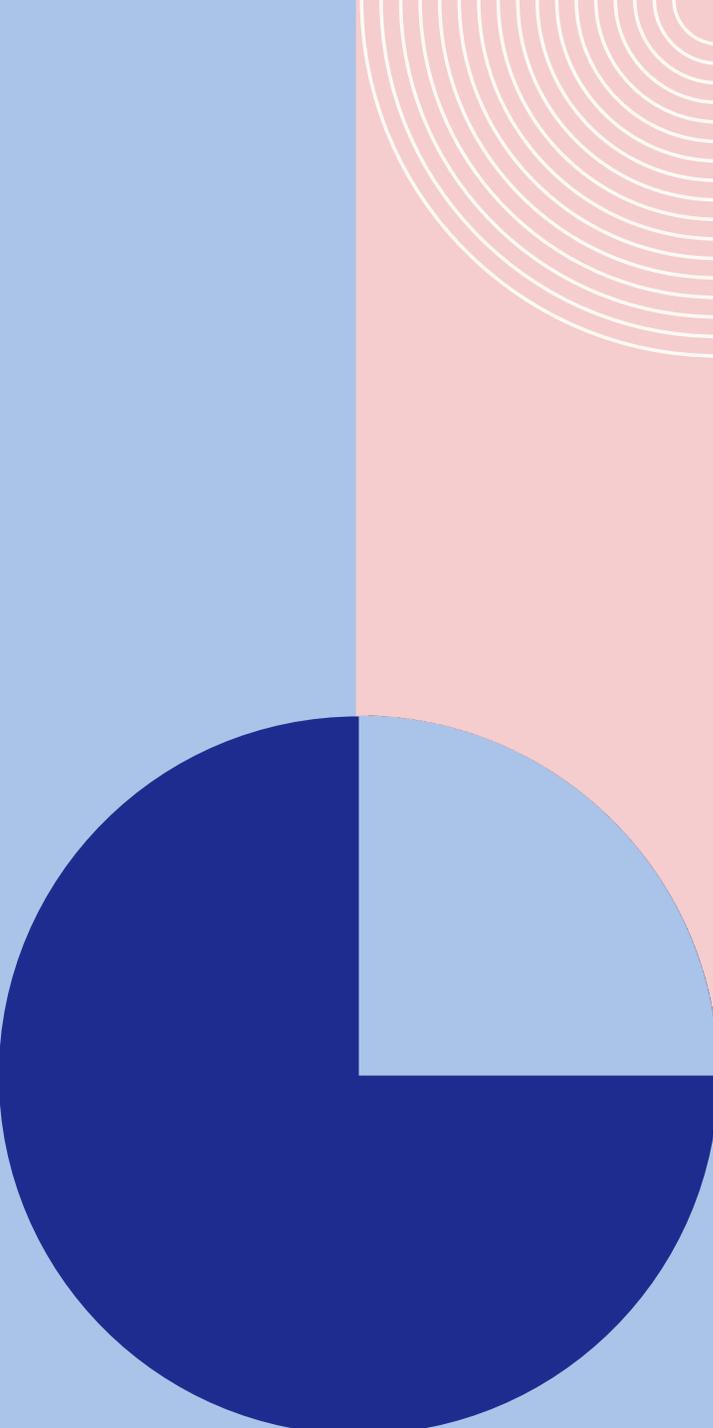
CONSIDERATIONS SIZE OF THE CAMPAIGN

- The larger the amount to be raised, the more the coaching of an experienced consultant may be helpful, for leadership training, volunteer direction, momentum, and management of expectations.



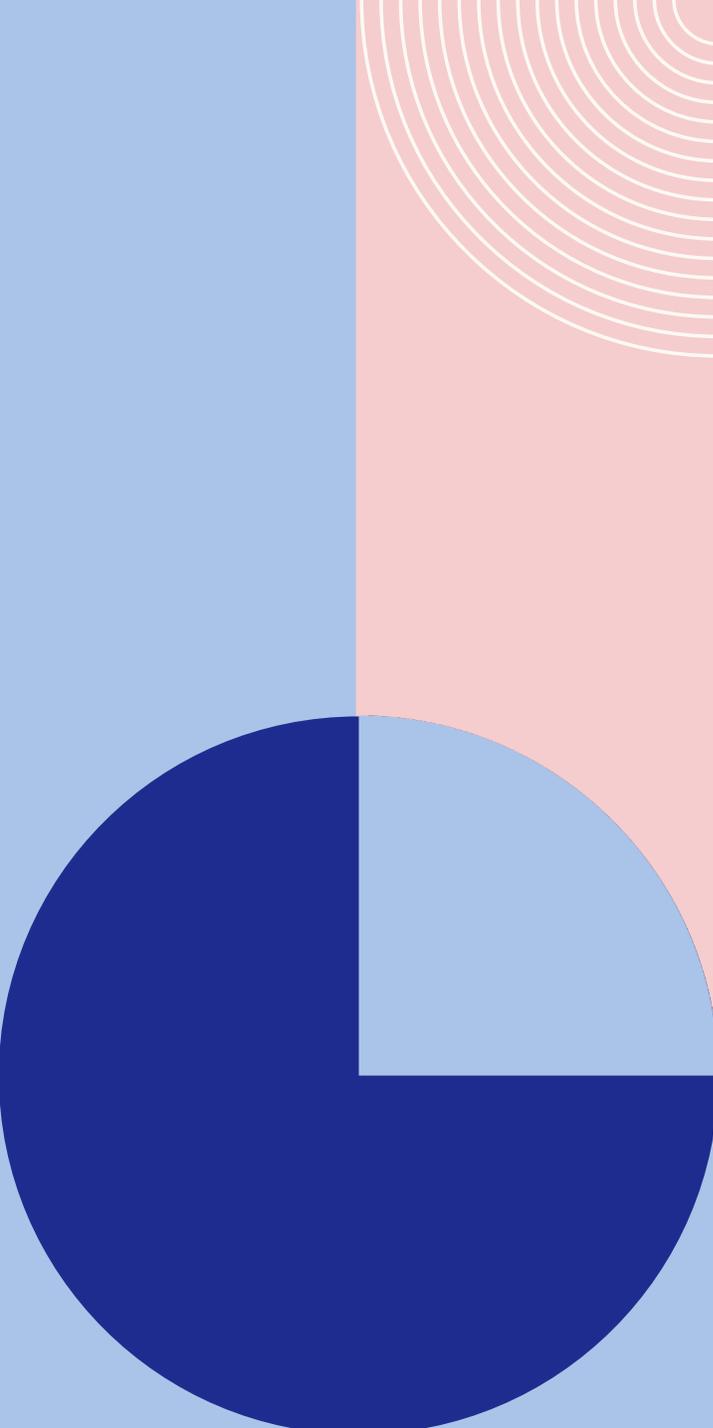
CONSIDERATIONS EXPERIENCE

- What experience or expertise do you have in your congregation?



CONSIDERATIONS COST VS. VALUE

- Expect consultants to ask a fee of between 5-10% of the amount to be raised.
- Some consultants claim that with their service, they can help an organization raise double the amount raised without their service.
- The cost of the consultant can be incorporated into the capital campaign itself.
- So for example
 - Campaign goal \$500,000
 - Consultant fee of \$25,000 (%5)
 - Amount raised without consultant, \$250,000
 - Amount raised with consultant, \$500,000
 - Cost, \$25,000 Value \$225,000

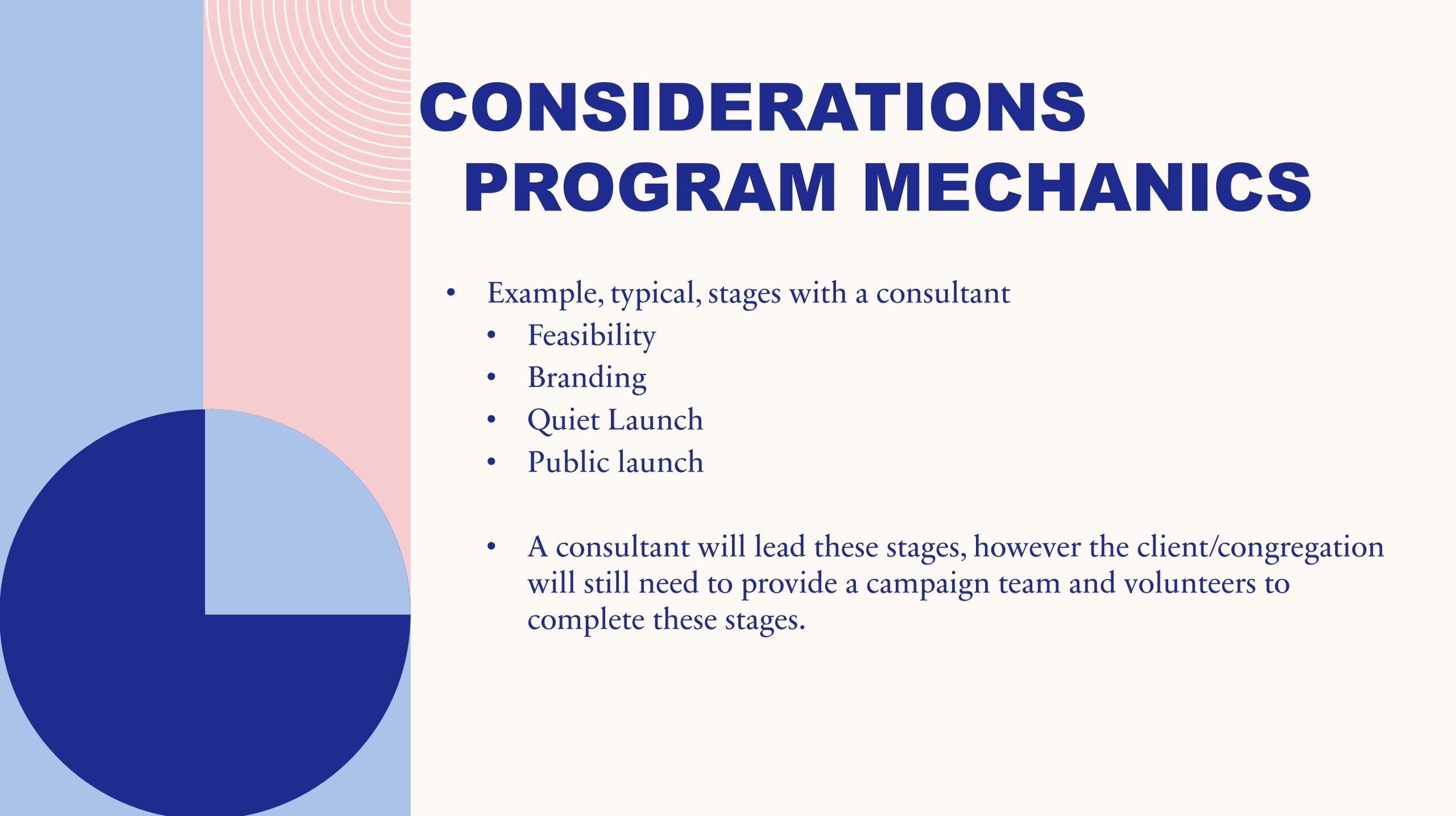


CONSIDERATIONS EXPECTATIONS

- For a Three Year Capital Campaign
 - Weak Campaign – 1x Annual Budget
 - Medium Campaign – 2x Annual Budget
 - Strong Campaign – 3x Annual Budget

Can the consultant you are considering confidently lead you through a strong campaign?

Ask for previous results from the most similar context possible for an ‘apples to apples’ comparison.



CONSIDERATIONS PROGRAM MECHANICS

- Example, typical, stages with a consultant
 - Feasibility
 - Branding
 - Quiet Launch
 - Public launch
- A consultant will lead these stages, however the client/congregation will still need to provide a campaign team and volunteers to complete these stages.



CONSIDERATIONS FINDING A CONSULTANT

- Internet Search
- Referrals
- Ensure it is a Canadian consultant
 - tax knowledge, Canada Revenue Agency stipulations
 - Fees paid in Canadian funds



CONSIDERATIONS FURTHER RESEARCH/ RESOURCING

- <https://regenerationworks.ca/capital-campaigns/>
- <https://capitalcampaign toolkit.com/capital-campaign-consultant/>
- <https://abundantgiving.com/are-consulting-fees-worth-it>
- <https://recharity.ca/capital-campaign-consultants/>

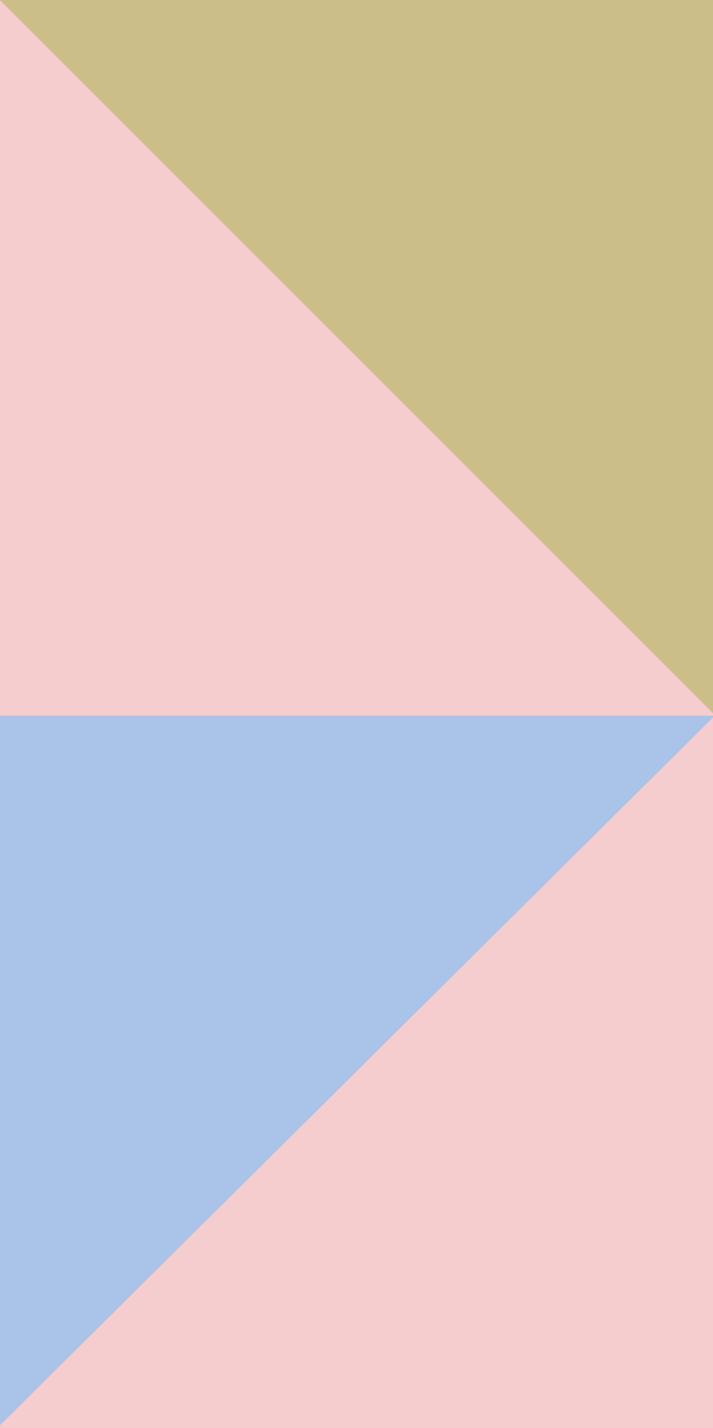


CONSIDERATIONS DO THE RESEARCH

- Hunt for consultants
- Get multiple quotes
- Follow up on references
- Pitfall awareness
- Cost vs. Value Mindfulness



Q&A

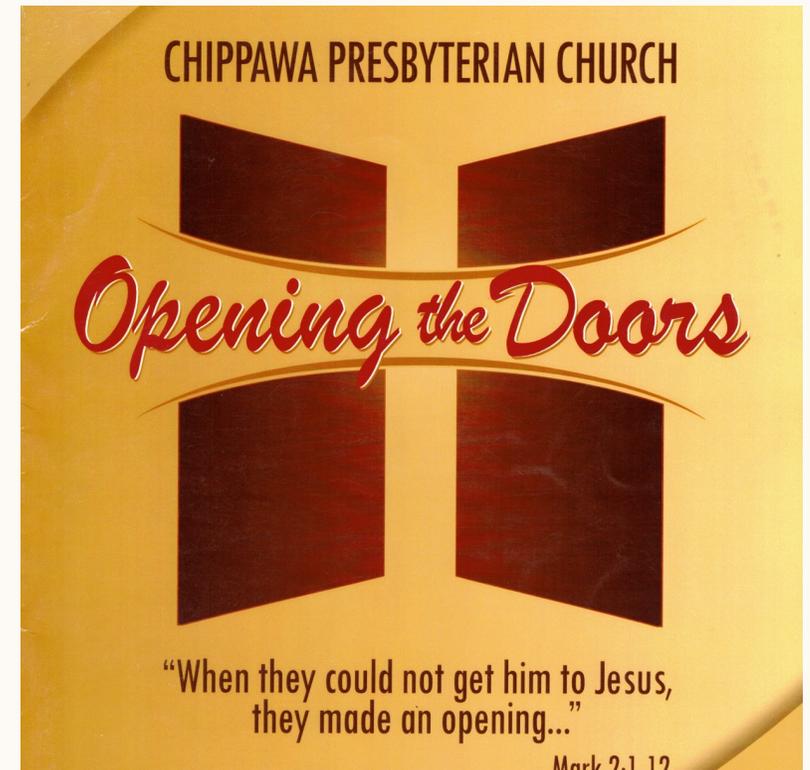


CAPITAL CAMPAIGNS SOME KEY PRINCIPLES

1. Ask – collectively, individually, repeatedly, with variety
2. Equal sacrifice, not equal gifts
3. ‘Over-communicate’ the campaign
4. Invest in communication tools, excellence of materials
5. Branding based upon people and principles
6. Forward looking, positive, celebratory
7. Quiet launch ahead of public launch, start with momentum
8. Public launch is a celebration, almost a culmination
9. Keep it about people and ministry

CHIPPAWA'S FIRST CAMPAIGN

OPENING THE DOORS





CHIPPAWA'S FIRST CAMPAIGN

EVENTS/TASKS

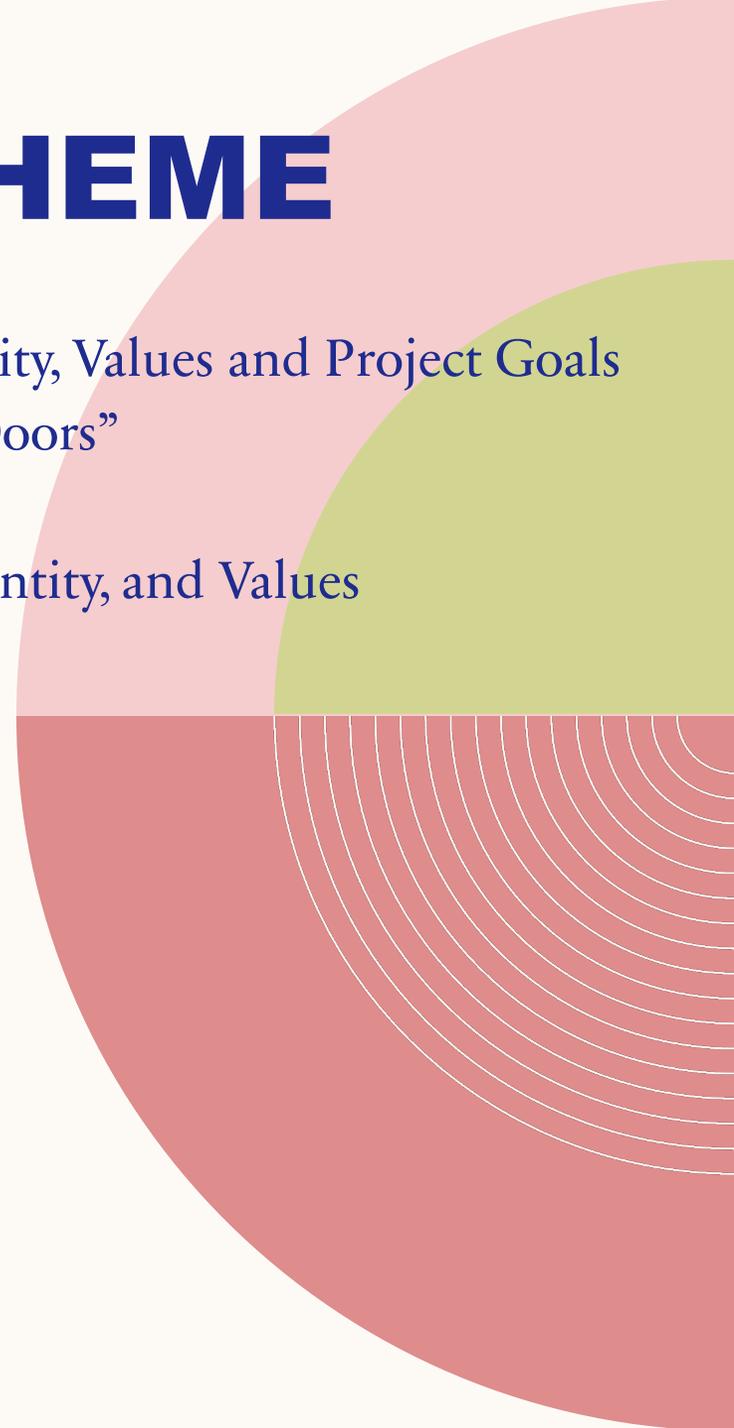
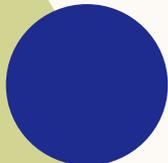
- Research
- Congregational Feedback on Architectural Plans
- Hired a Campaign Consultant
- Created branding and published an engaging campaign summary
- Continual updates including inserts in bulletins, announcements, booklets, home mailings
- Quiet launch
- Every home visitation
- One on one visitation with major donors
- Gala Banquet off site, sponsored, announced amount already raised
- Pledge cards

BRANDING – FINDING A THEME

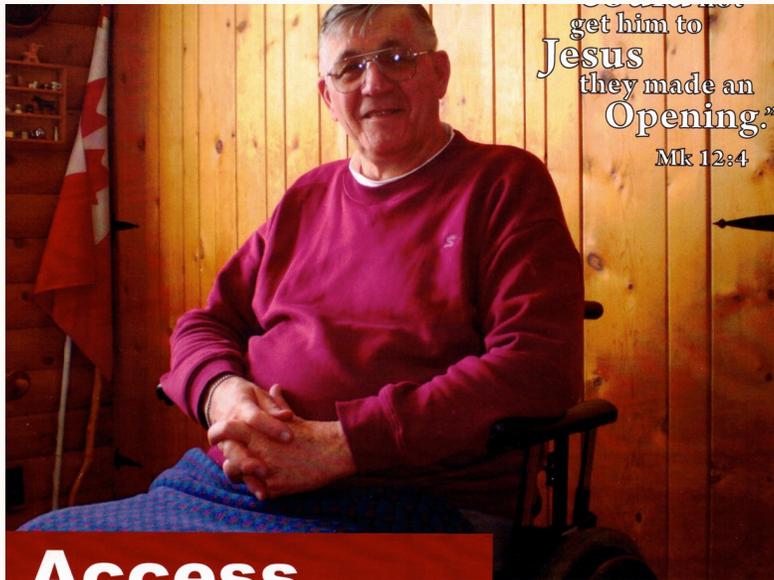


Leverage Existing Identity, Values and Project Goals
Mark 2 “Opening the Doors”

Embodiment of the Identity, and Values



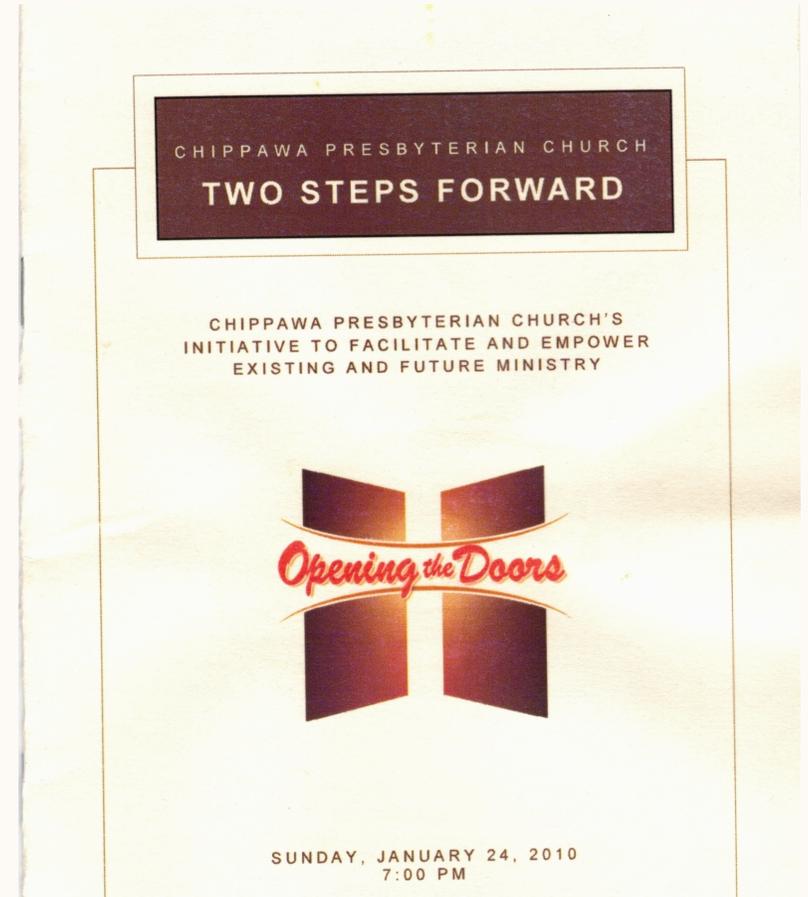
SAMPLE MATERIALS



Access

Foyer Lift and Ramp
Accessible Washrooms
Flexible Seating

"I love the people in our church. We have the best pastoral care team you could imagine. But I miss taking part in the church family dinners downstairs, and Sunday mornings are always a bit of a challenge because of the lack of wheelchair accessible washrooms. With the proposed lift, fully accessible washrooms and movable sanctuary chairs that will let me sit where I want, I'm looking forward to feeling like a full



COMPLETED RENOVATION 2010 RESULTS

\$609,104 pledged

Mortgage \$886,477 with credit union

Kept mortgage separate from annual budget in financial reporting



SECOND CAMPAIGN 2011

FACTORS

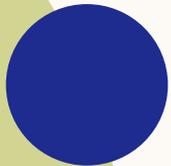
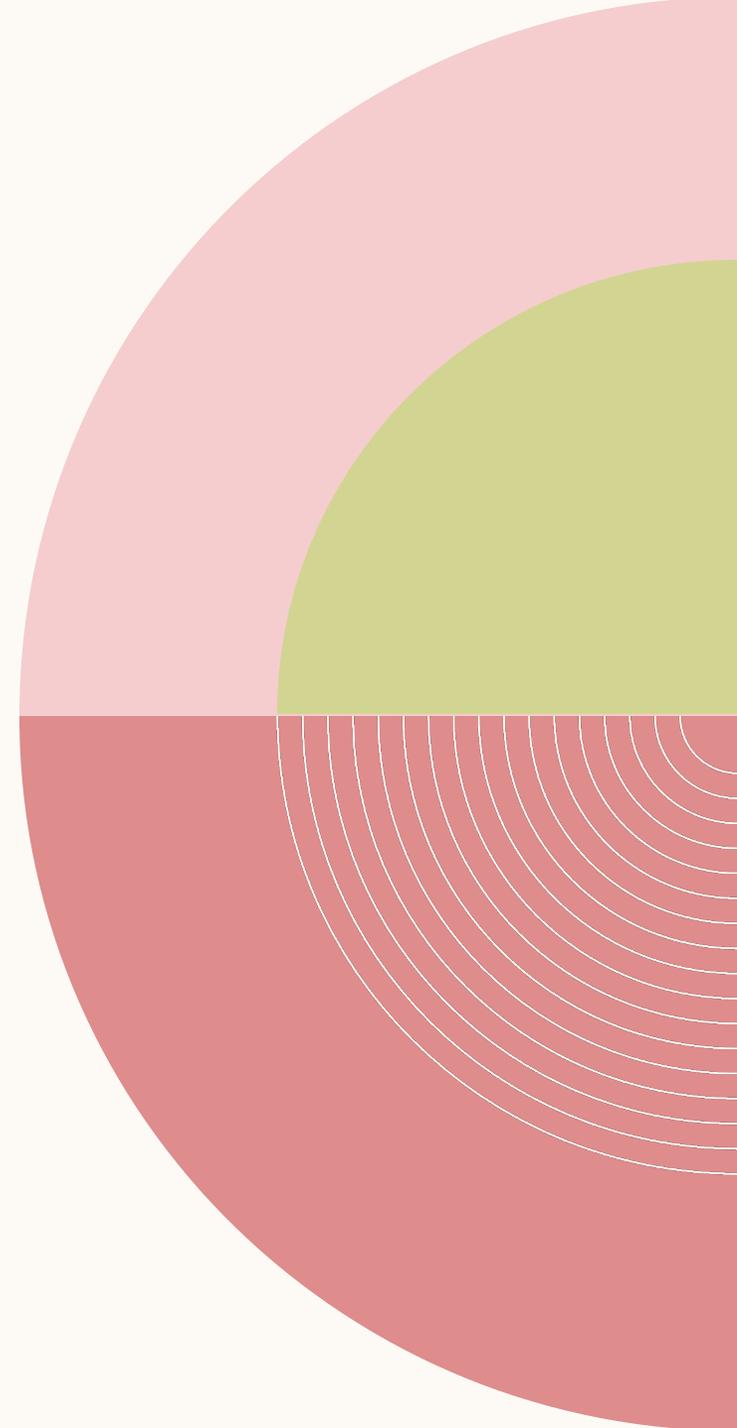
Renovation Complete

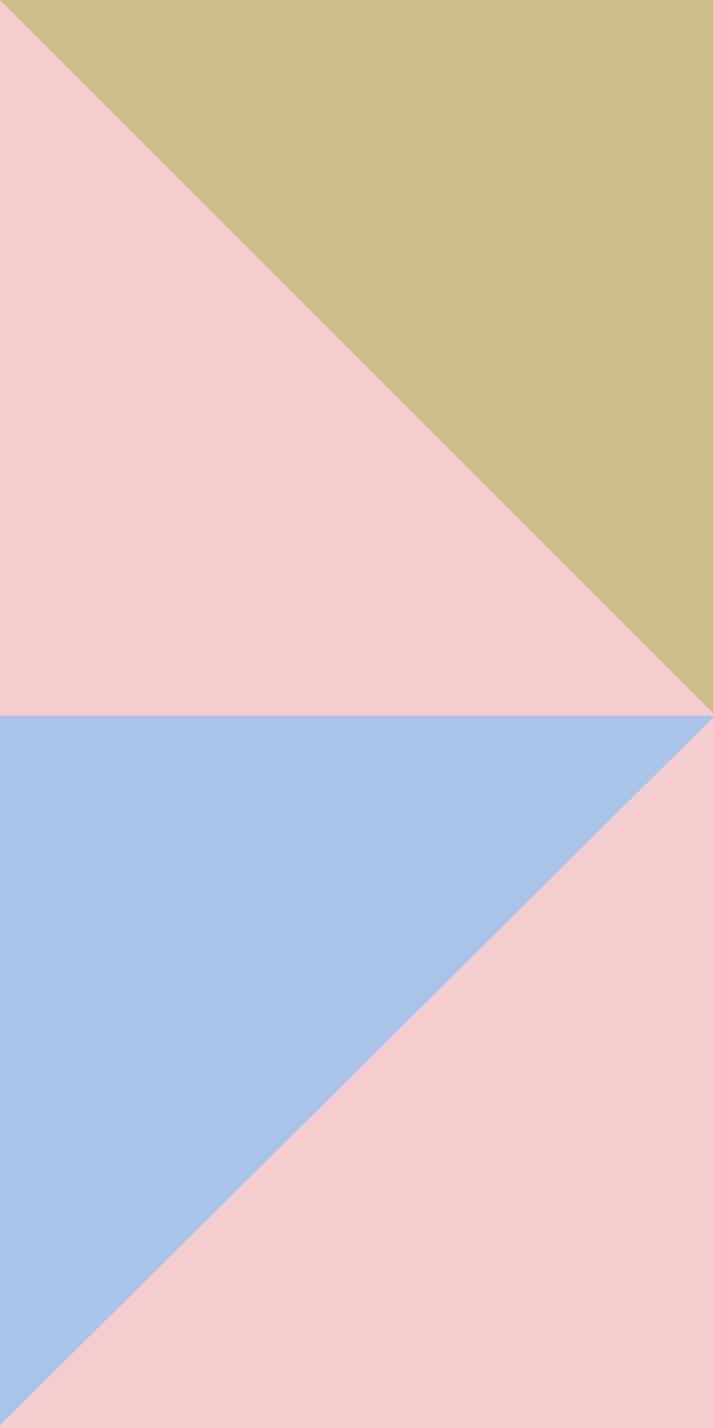
Approx. \$900,000 mortgage remaining

Have an existing group of committed donors

Principles remained in place, however, now in 'monotonous middle', mortgage alone not a captivating motivation

Broadened the campaign





SECOND CAMPAIGN 2011-2014 KEY CHANGES

Broadened - added a people/ministry component

Campaign Consultant Decision

Different shape to the campaign

SECOND CAMPAIGN

raising
the
future

“For I know the plans I have for you ...
plans to give you hope and a future.”

Jeremiah 29:11

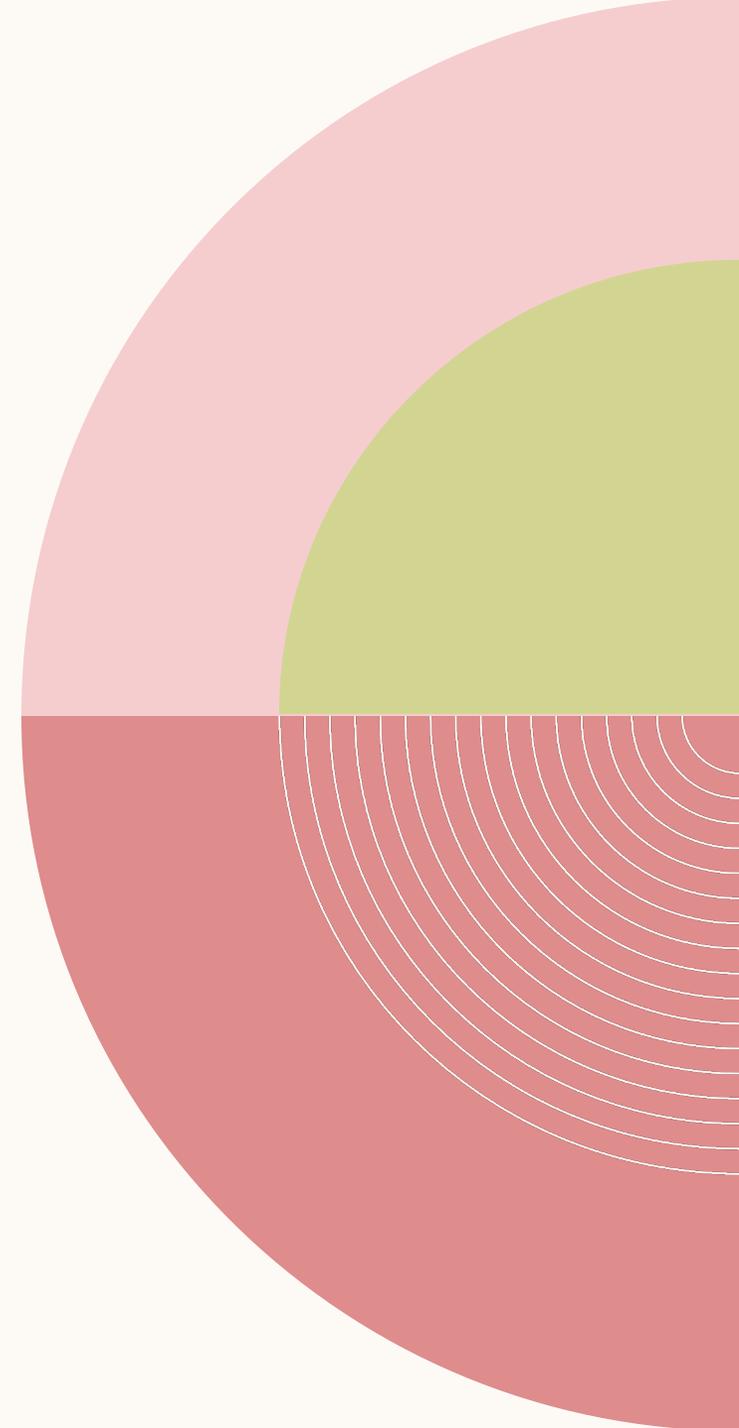
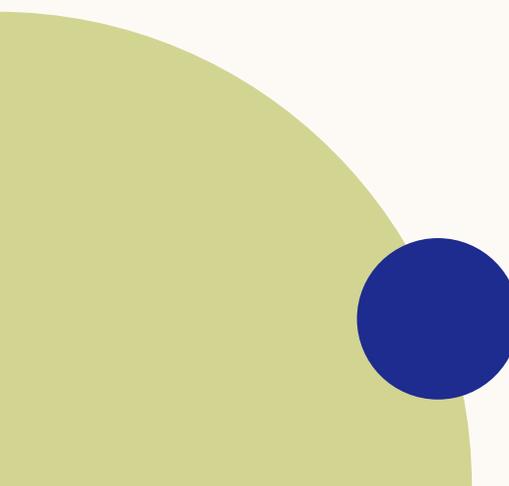


When I was a child, it was easy to be a Christian - I just attended church and listened to exciting Bible stories. But when I became a teenager, I wanted to fit into the cool crowd, but I discovered that my new friends mocked me for believing in God and not attending their parties. I pushed God to the side. It wasn't until I saw what was happening to me and to my friends that I realized I needed God in my life. On an impulse, I went to a Christian youth conference with the Chippawa youth group; and there, kneeling with thousands of other teens in prayer, I was overcome with God's presence, and I knew He would be with me through everything I do. Now I can give other people the same encouragement and hope I have. Because

SECOND CAMPAIGN RESULTS

\$400,000 pledged

Created a new 'Raising the Future' Endowment of approximately \$60,000



THIRD CAPITAL CAMPAIGN 2018

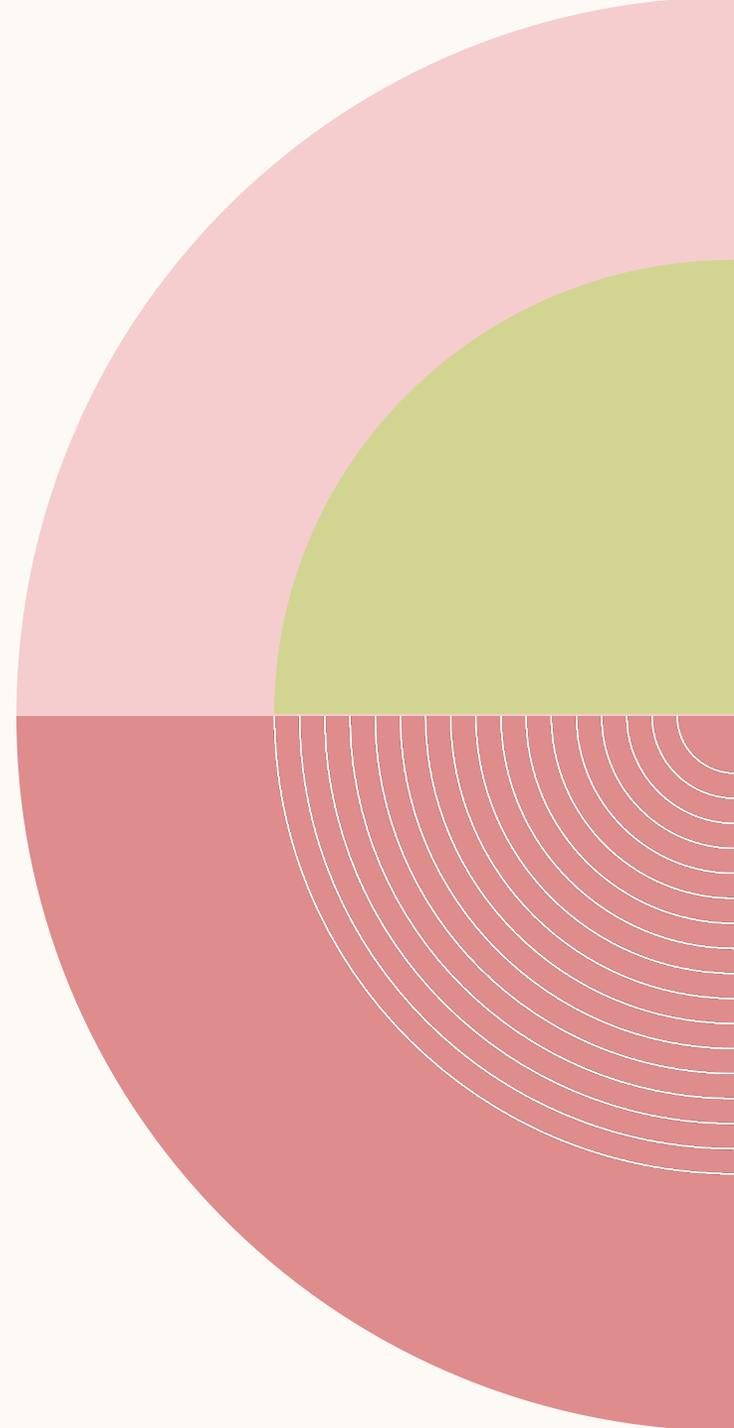
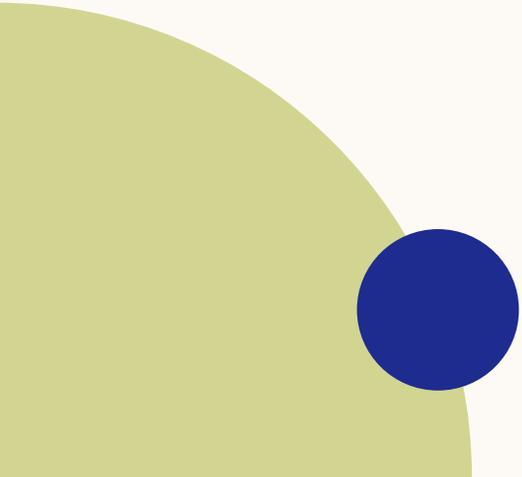
Had taken a pause, 'coasted' as giving had remained in place, people continuing to give at pledged levels, 'halo effect'

Roof needed to be fixed, provoked a third campaign
\$320,000 remaining on the mortgage
\$50,000 for the roof

THIRD CAMPAIGN FINISH LINE

Motivation to finish

Built upon the theme of legacy and ministry
positioned for the future



THIRD CAMPAIGN



THIRD CAMPAIGN



1843



1891



1960

"One generation commends Your works to another; they tell of
Your mighty acts."
Psalm 145:4

THIRD CAMPAIGN



Project Share Grand Prix, Most Pledges Raised, 2010 - 2017



Paula, Nicaragua, home build



Tori, Cambodia, South Africa, Nicaragua



Reed, Greece



Ryan, Jeremiah 29:1



Habitat For Humanity Niagara builds



Dave, Nicaragua, home build



Paisley, Uganda



Nicaragua: 5 classrooms, 4 churches, over 70 individual trips



Koela, Jeremiah 29:1



THIRD CAMPAIGN

The seed falling on good soil refers to someone who hears the word and understands it.
This is the one who produces a crop, yielding a hundred, or sixty, or thirty times what was sown.
Matthew 13:23



The Reverend Trish Heidebrecht-Archibald
Ordained from Chippawa Presbyterian Church
2017



Nicaragua School
Escuela Bautista, Luz Del Camino,
2001-2018



The Reverend David Moody
Ordained from Chippawa Presbyterian Church
2010

FINISH LINE

Mortgage retired in 2022 with a final generous gift

Amount raised - 1.62 million

14 years

\$200,00 in interest costs

\$120,000 HST rebate

Trained generosity

Ministry never stopped, sending out short-term mission teams who also raised substantial amounts

Annual budget was not negatively impacted



ADDITIONAL LEARNING

1. Each campaign a new foci, entry point
2. Mortgage kept separate from annual budget
3. Using existing endowment to accelerate principle payments, and to facilitate the campaigns
4. Having a 'mortgage champion' and goals to get rid of the mortgage
5. Invitation to maintain giving between campaigns



Q&A

THANK YOU

Douglas Schonberg
Relational Systems Consulting
relationalsystemsconsulting.com

Recording

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Contact Info



The Presbyterian Church in Canada
50 Wynford Drive, Toronto ON
M3C 1J7

Tel: 416-441-1111 or 1-800-619-7301,
Fax: 416-441-2825

www.presbyterian.ca

Karen Plater, **Stewardship & Planned Giving Associate Secretary** ext. 272
kplater@presbyterian.ca

Maggie Leung, **Gifts Administrator** ext. xxx
mleung@presbyterian.ca

Douglas Schonberg,
Relational Systems Consultant,
dougschonberg@hotmail.com

Time for Q & A



Use the chat to
ask a question

Coming Webinars

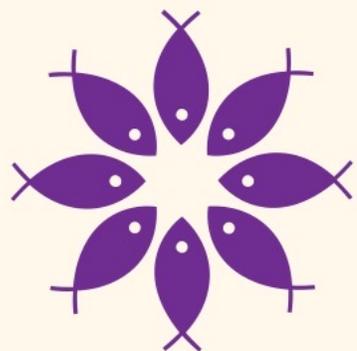


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