

# CAPITAL CAMPAIGN GUIDE

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ARKANSAS BAPTIST  
**Foundation** 

# TABLE OF CONTENTS

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- 1** A Note from Dr. Rex Horne, Consultant
  - 2** Communications Committee
  - 3** Stewardship Committee
  - 4** Spiritual Preparation Committee
  - 5** Host Home Meetings
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## A NOTE FROM DR. REX HORNE

“  
*God gave us  
all we have,  
and...we  
want to be  
obedient in our  
stewardship.*  
”

I have long enjoyed preaching and teaching about stewardship. From my boyhood, I was taught that tithes and offerings presented an opportunity to recognize that God gave us all we have, and that we want to be obedient in our stewardship. We then give a part back through his church in recognition of his Lordship over all.

I have, throughout my leadership years, been very positive and unapologetic about challenging people to give generously. You are considering a noble cause that calls for your people to give beyond their normal pattern of giving. The Arkansas Baptist Foundation has asked me to be available to consult on such projects. I commend Bobby Thomas, our president and CEO, for his vision of helping Arkansas Baptists in this way. My background as a pastor and university president has given me many opportunities in capital campaigns. Across the years, I have served as a consultant to churches in planning and carrying out campaigns.

There are a few matters that committees like to discuss in an initial meeting. We might discuss such things as how much can be raised in the campaign, how many years are typical for a campaign, the timeline from beginning to receiving pledges, how to ask people to give, what kind of meetings are best and how to handle debt.

The initial meeting is just that – a time to visit. After the visit, you may want me to help you or you may choose another resource. I want whatever is best for you.

Sincerely,

Dr. Rex M. Horne, Jr.  
*ABF Campaign Consultant*





*"There were three things that Dr. Horne really brought to our team...biblical wisdom...practical insight...and genuine personal encouragement."*

*Dr. Blake Ligon  
Central, Paragould*

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## COMMUNICATIONS COMMITTEE

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The Communications Committee has the challenge of being the "glue" for all of the other committees' ideas. You will need to stay in constant contact with the pastor or his designee and the appropriate persons from the other committees. You want to coordinate the work so that everything is ready to go according to the timeline of events during the lead-up to the public campaign and the weeks after.

Ideas for the public campaign:

- Placing campaign banners around the church with the campaign name, a key scripture, logo, etc.
- Using table tents with scripture or key words like prayer, faith, and sacrifice on them as daily reminders to pray for the campaign.
- Creating a brochure with pictures and campaign information to mail or distribute.
- Posting positive messages and updates through social media.
- Helping with video presentations to use at worship services and home meetings.
- Developing pledge cards and envelopes to use in the campaign and on Victory Sunday.

# STEWARDSHIP COMMITTEE

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The Stewardship Committee is so vital to a successful campaign. There is monetary challenge, of course, but also a challenge to conduct the campaign in a thorough and positive way. There should be plans to give every member, family, and child an opportunity to be a part of this great effort.

*The key is complete commitment by each committee member.*

There are four groups to consider:

- 1. Major givers:** These are men and women who have the capacity to make major lead gifts. The prayer is that each person will make a faith commitment that is sacrificial. There is, however, a real need for major givers to step up if the campaign is to be successful. Major givers can be visited one-on-one, or a few at a time for coffee.
- 2. Home meetings:** The hosts who are enlisted for these home meetings will be trained by the consultant. It has been seen time and time again that these meetings can create such positive momentum for the entire church. You want to invite every adult member to one of these meetings. It is fine to have one for youth if your committee thinks it would be helpful.
- 3. Church as a whole:** There should be at least one meeting at the church for those who cannot attend one of the home meetings. The vision for the future can be shared at this meeting, just as it is at the home meeting. You want each church member/attendee to be informed every step of the way so everyone is ready for Victory Sunday.
- 4. Children:** Since campaigns offer opportunities to grow as disciples and stewards, do not overlook the training that children can receive. The spiritual preparation committee may have ideas for devotionals or a lesson for children. You may think of how to challenge families to include children even in making a pledge ie.: collecting change in cans or bottles.

*"Dr. Horne has been a tremendous friend and help to Nettleton Baptist and to me personally over the years. I am so thankful for his leadership as our church continues to grow and live out the mission to which God has called us. He has been and continues to be a steady voice of wisdom."*

*Brady Canright  
Nettleton Baptist*

*"Dr. Horne has a wealth of knowledge and experience concerning churches and fundraising. His assistance has proven to be invaluable to our capital fundraising process."*

*Scott Jackson  
Calvary Baptist, Little Rock*



# SPIRITUAL PREPARATION COMMITTEE

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*Your goal is to develop more fully those who follow Jesus as his disciples. You should plan a program that is consistent, prayerful, and spiritual that is carried out in homes, small groups, special events, and the church as a whole.*

The Spiritual Preparation Committee has the opportunity to impact the church for many years to come. Just as the stewardship committee will seek to touch every member and each family member of the church, your committee will seek to reach out to everyone, children through senior adults. This committee has the opportunity to prayerfully consider experiences and events that have worked in the past as well as brainstorm creative ideas that may work in your church.

While some view money as a less than spiritual matter, you cannot prove that from the teaching of Jesus or the New Testament! Your goal is to develop more fully those who follow Jesus as his disciples. You should plan a program that is consistent, prayerful and spiritual that is carried out in homes, small groups, special events and the church as a whole.

Some ideas you might consider are:

- prayer journals
- devotionals
- Bible stories for children/families
- prayer meetings/walks
- a prayer time before Victory Sunday
- men's breakfast/women's brunch
- a specific time to pray each day for the campaign

Strive to do a few very well and do not feel that you have to pack the calendar with things that may become burdensome rather than helpful to the campaign.

You can work with the communications committee about ideas of a campaign theme or key scripture that can be a part of your work. You can also communicate with other leadership about testimonies/ideas for a segment in the services, home or prayer meetings.



*"Our church was looking to build a Family Life Center. As a committee, we were hitting a wall and Dr Horne came in with so much enthusiasm and positivity. His leadership was exactly what our church needed. I can't begin to tell you how much this campaign did for us!"*

*Davis Bell  
Des Arc*

# HOST HOME MEETINGS

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## WHERE TO START:

- Each Host Home will be asked to host 8 to 10 households.
- Pastor and/or person designated by the pastor will attend each cultivation meeting.
- Develop a master list of those being invited to each cultivation meeting. Name of host, date and activity (dessert, dinner, lunch, etc.) need to be on the master list.
- Provide master list to each host as soon as possible. Send addresses and phone numbers of those invited to the appropriate host.
- Invitation should be mailed two weeks prior to meeting

## CONFIRMATION CALL BY HOST/HOESSTESS

When following up on the mailed invitation, ask if they received the invitation and state that you are a member of the Host Home Team for the (Campaign Name) stewardship campaign.

Some information to share on a call:

- We are getting together with 10 to 15 other members of the church at my home (or appropriate place) to hear the pastor or members of the Campaign Leadership Team share their vision for the (Campaign Name).
- We have a great challenge ahead of us, and we hope that you will come and join us in making this campaign a great success.
- Fellowship will be enjoyed and information shared.
- We will be getting together at (state the place) on (day/date) from (beginning time) to (ending time) (no more than 1 ½ hours).

## AGENDA FOR HOST HOME MEETINGS

- Name tags for all present
- Welcome by host or hostess and prayer
- Light refreshments, lunch, dessert, etc. (optional)
- Video is shown or pastor or designated person shares his/her vision for the new project.
- Pastor or designated person then asks for questions and encourages discussion.
- Host Home Team Member hands out the giving profile.
- "My family and I would like for you to prayerfully consider joining us in giving one of these gifts." At this point, person speaking shares his/her Stewardship Journey.
- Commitment Sunday will be (date) during worship. We will be making our commitments at that time. We want to encourage everyone to be present for this great day in the life of our church. We are asking you to be in prayer between now and (date) about what God is leading you to give.
- Ask if anything needs to be clarified or if there are questions.
- Close with prayer and thank them for coming.

To learn more and access digital content visit: [abf.org/campaign](https://abf.org/campaign)





**ABF.ORG | 501.376.4791 | INFO@ABF.ORG**  
**10 REMINGTON DRIVE | LITTLE ROCK | ARKANSAS 72204**

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