



CAPITAL CAMPAIGN

RESOURCE GUIDE

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A WORD OF ENCOURAGEMENT

BOBBY THOMAS, PRESIDENT/CEO

As you step into a new season of building or expanding your facilities, this moment is filled with both gratitude and anticipation. It's an opportunity to remember God's past provision while trusting Him for the future He is preparing for your church.

Every meeting, prayer, and act of service reminds us that a capital campaign is more than fundraising—it is Kingdom work. When you root each decision in prayer and seek God's wisdom together, you build on a foundation far stronger than bricks or beams.

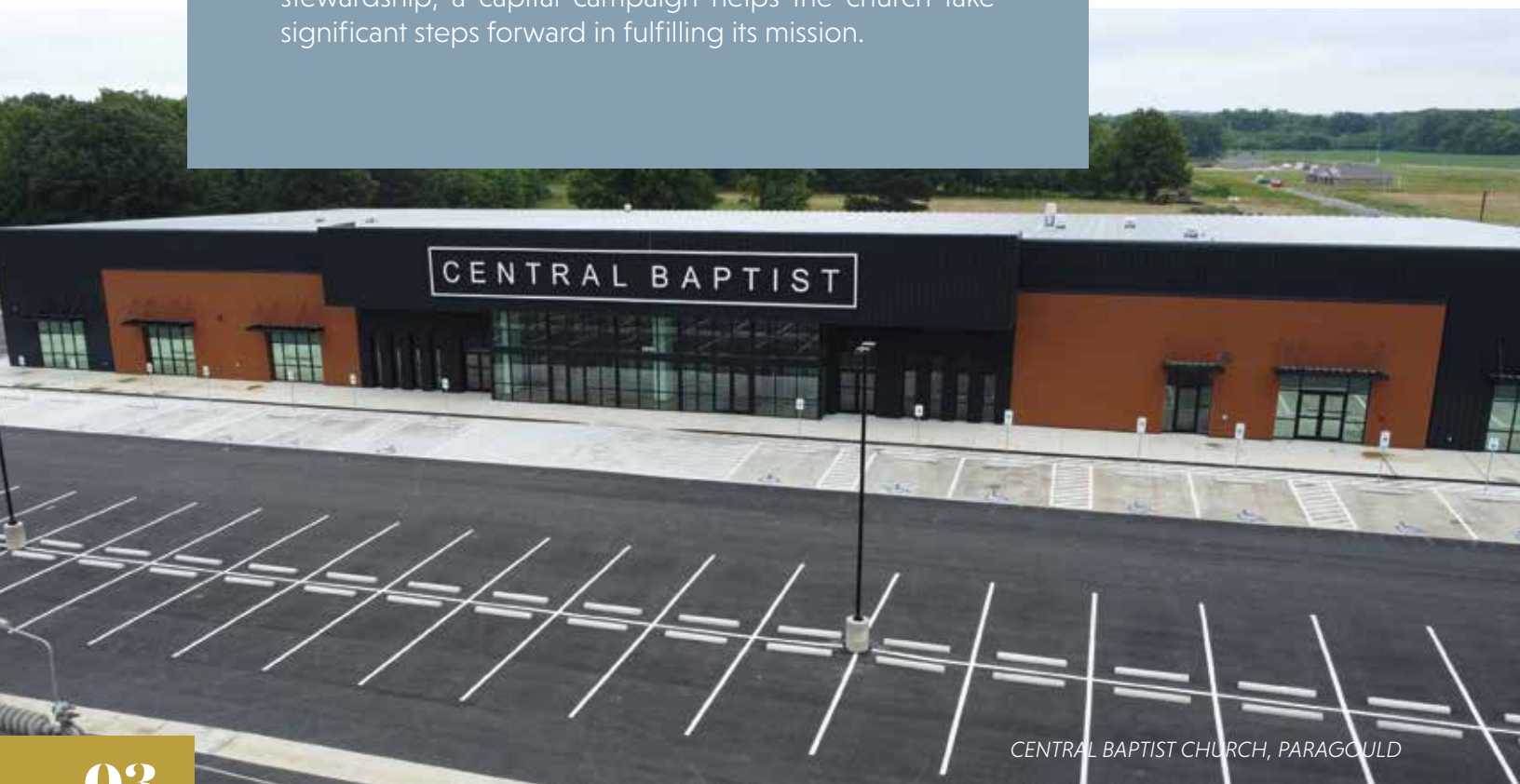
As Philippians 4:19 assures us, "And my God will supply every need of yours according to his riches in glory in Christ Jesus." The resources and strength you need will come as God provides, often in ways that encourage and remind you of His faithfulness.

As you move forward, know that the spaces you are building will one day hold worship, discipleship, and life-changing ministry. We are praying that God grants you clarity, unity, and steadfast faith as you pursue the work He has called you to—for His glory and the advancement of His Kingdom in your community.

CAPITAL CAMPAIGNS

WHAT IS IT?

A capital campaign is a focused, church-wide fundraising effort designed to support a major project such as building a new worship space, expanding existing facilities, or completing essential renovations. Unlike regular tithes and offerings that fund ongoing ministry, a capital campaign is a time-bound initiative centered on a clear vision for the church's future. Through prayer, planning, and generous giving—often through multi-year pledges—the congregation comes together to invest in a project that will strengthen ministry for years to come. By uniting around a shared purpose and following a thoughtful process of vision casting, communication, and stewardship, a capital campaign helps the church take significant steps forward in fulfilling its mission.



CENTRAL BAPTIST CHURCH, PARAGOULD

STEP-BY-STEP:

1. DISCERNMENT & PLANNING

Church leaders (pastors, elders, finance team) discuss:

- What project is needed
- Why it matters for ministry
- Estimated costs and timeline
- Congregational readiness
- Often an architect or contractor provides preliminary cost estimates.

2. FEASIBILITY STUDY

Some churches do a formal study (internally or with a consultant) to:

- Assess giving capacity
- Gather feedback
- Ensure the project is realistic
- Build trust and transparency

This step helps answer: Can our church raise this much?

3. CAMPAIGN LEADERSHIP TEAM

A group of trusted members is appointed to lead:

- Communications
- Stewardship
- Spiritual Preparation
- Prayer emphasis
- Donor engagement

This team helps the campaign feel church-driven, not staff-driven.

4. VISION CASTING

The church clearly explains:

- What the project is
- Why it matters spiritually and practically
- How it supports future ministry
- What it will cost
- How members can participate

This typically includes:

- Printed materials
- Videos or renderings
- Church-wide meetings
- Sermon series on stewardship
- Stories/testimonies

5. COMMITMENT PHASE

Members are asked to:

- Pray about giving
- Make a financial commitment over a set period (e.g., "We will give \$10,000 over 3 years")

Commitments are crucial because they allow the church to plan ahead.

6. GIVING PHASE

The congregation fulfills their pledges through:

- Monthly or quarterly giving
- Special offerings
- One-time gifts or estate gifts
- Fundraising events (optional)

Regular updates keep the church informed and encouraged.

7. CONSTRUCTION / RENOVATION

Funds are used as they come in, or the church may secure bridge financing (a temporary loan) if needed.

Transparency is key—churches often share:

- Construction progress
- Financial updates
- Milestones

8. CELEBRATION & PROJECT DEDICATION

When the project is completed:

- The church celebrates God's provision
- Recognizes volunteers and donors
- Dedicates the new or renovated space

This reinforces unity and gratitude.

COMMUNICATIONS COMMITTEE

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

- Using digital reminders around the church and in communication with members, 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

The Stewardship Committee is 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.

01

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.

02

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.

03

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 Celebration Sunday.

04

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.

The key is complete commitment by
each committee member.

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.

IDEAS TO CONSIDER

- prayer journals
- devotionals
- Bible stories for children/families
- prayer meetings/walks
- a prayer time before Celebration 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.

S P I R I T U A L PREPARATION C O M M I T T E E

YOUR GOAL IS TO DEVELOP
MORE FULLY THOSE WHO
FOLLOW JESUS AS HIS DISCIPLES.



CENTRAL BAPTIST CHURCH,
PARAGOULD (ABOVE & BELOW)



FIRST BAPTIST CHURCH, DES ARC
(LEFT & BELOW)



CONFIRMATION CALL BY HOST/HOSTESS

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

- 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.

HOST HOME MEETINGS

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

Sharing warm, personal thanks is an important part of a church building capital campaign. Taking time to write thoughtful notes shows sincere appreciation for each gift and reminds church members that their contribution is making a meaningful difference in the future of the church. These simple acts of of gratitude help deepen relationships and foster a shared sense of purpose as the campaign moves forward and as the project is completed..

GRATITUDE



CENTRAL BAPTIST CHURCH, PARAGOULD

To request free copies of any of our resources please contact us at:

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501-376-4791, ext. 5909



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