

The Benefits of Using a Capital Campaign Consultant

Presented by:

Stephen Anderson

Church Building and Capital Campaign Consultant

Author of *Preparing to Build* and *Abundant Giving*

A wise man will hear and increase in learning,
And a man of understanding will acquire wise counsel.

Proverbs 1:5

For by wise guidance you will wage war,
And in abundance of counselors there is victory.

Proverbs 24:6

Biblical Precedents

- Moses had Bezaleel and Solomon had Hiram - good men of wisdom and understanding to help them with their building programs.
- The main difference between Solomon and Moses is that Solomon was wise enough to know to ask for help, God had to send Moses “a guy”.
- This was a good idea for wise and holy men then, and remains true for your church today!

The Church's 3-Fold Challenge

- Challenge #1
 - The church must, using primarily inexperienced volunteers, discover the correct steps to take in executing a spiritually & financially effective campaign.
- Challenge #2
 - Using these same inexperienced volunteers, the church must learn how to properly execute each of those steps, and do so in the proper order.
- Challenge #3
 - The church has to do it right the first time. There are no do-overs. If it does not go well, you are stuck with the results.

What Does The Consultant Offer

- Proven Best Practices
 - A capital campaign is part science and part art. Over the decades and thousands of capital fundraising campaigns, we have learned what works well, and what does not. Why attempt to reinvent the wheel?
 - Best practices take into account current economic and church realities. A consultant knows what works TODAY and can advise you accordingly.
 - Talking about money can be a touchy subject. A consultant can help formulate an effective and inoffensive strategy.

What Does The Consultant Offer

- Experience
 - Solomon was the wisest man to ever live, yet he actively sought a man who was skillful (2 Chron 2). He was wise enough to realize wisdom alone was no substitute for experience. Experience allows the consultant the ability to adapt best practices to experience your unique culture & situation.
- Time & Process Management:
 - A consultant can help you get organized quickly and lead you through an efficient process. A consultant can help you focus on what is important, on what should be emphasized, what should be modified, and what can be left out without hurting fund raising potential.

Testimonials

“We would have been foolish to attempt something this big apart from a professional consultant. Without a doubt, this was the wisest money we have invested.”

Randy Smith, Pastor/Teacher Grace Tabernacle Lake Como, NJ

“Looking back, we realize we could never have accomplished this without a campaign consultant.”

Don McCall, Pastor North Point Church, Charlotte NC

What You Receive (partial list)

- A 135 page training and resource guide.
- Approximate 2,400 megabytes of digital content including:
 - Sermons, audio workshops, example materials, checklists, letters, article content, bulletin inserts, popular campaign themes, and more...
- Your choice of any one of 300 professionally designed campaign templates.
- Unlimited professional support via telephone and email throughout the active campaign with regular follow-up for the 3-year giving period

What You Receive (partial list)

- Experienced counsel to help you stay on track, understand the what, why, and how of a campaign, and to help adapt the program to your church's situation, timeline, & culture.
- Depending on support level selected by church, the program may also include on site training and consultation at your location.

Benefits to Your Church

- Better financial results. Inexperienced churches doing it themselves typically raise $\frac{1}{2}$ as much than those that hire a consultant.
- Reduced effort and stress on the part of the campaign team.
- A deeper spiritual impact on the lives of the membership.
- Accountability. Churches tend to shy away from things they don't understand or that may not be completely comfortable. The consultant will help insure the church stays the course.

Benefits to Your Church

- Access to an experience and caring Christian coach.
 - A good consultant is a leader that does what it takes to achieve results while at the same time recognizing that the people he leads may have different levels of life experience and differing skills.
 - He becomes a friend who knows what to say, when to say it, and how to say it -- even if the subject is somewhat challenging.

Common Objections/Roadblocks

- The church is not used to hiring outside consultants.
 - They think its unscriptural.
 - 7 deadly words – “We’ve never done it that way before.”
 - Churches don’t know what they don’t know.
 - What you don’t know will hurt you,
 - What you think you know can hurt you.
 - What you know you know can only help.

Common Objections/Roadblocks

- Perceived expense
 - There is a difference between an expense and an investment. Campaign consultants don't cost anything, in fact, quite the opposite.
 - If you give me \$5 and I give you \$50, what was your net cost? Nothing! You would be \$45 ahead. This is a 10x return on investment (ROI). Said another way, the cost to you of not doing this exchange would be \$45.
 - Our goal would be that your church see a return on investment of 20 times or more.

Bottom Line – Things to Think About

- How could the focused application of years of experience, comprehensive training materials, proven process and unlimited support not improve the results of capital campaign? (Not to mention making the process easier for all involved)
- It would not be unusual for the church to raise 2x as much money with professional help than it would otherwise raise - a 100% increase in effectiveness.
- Even if you only raised 20% more (not double), compare the cost of hiring a consultant with the loss of not hiring one.

Conclusion

- If you don't engage a consultant for the spiritual and financial benefits, then please do so for the benefit of the volunteers who will work so hard to make this campaign a success. It is only fair to equip your saints for the work of this ministry.
- If you don't get help with us, get help somewhere; you'll be glad you did.
- In almost every case, it will cost you more not to get some experienced help.

The Benefits of Using a Capital Campaign Consultant

A Presentation of Church Development Services

www.ChurchDevelopment.com

www.AbundantGiving.com