



**Mission Investment Fund**  
**Evangelical Lutheran Church in America**  
God's work. Our hands.

## **MIF Capital Campaign Services**

### ***What is MIF Capital Campaign Services?***

**MIF Capital Campaign Services** is a ministry of the Evangelical Lutheran Church in America that strengthens congregations by helping them raise funds and experience renewal in faith and mission. This ministry has been used by congregations to raise funds for new building projects and debt reduction. It has also often been used for congregation's annual stewardship response program.

**MIF Capital Campaign Services** is based on the conviction that our generous God calls us to generous lives, and that what God's people do with their finances both flows from faith and contributes to a growing faith. Prayer and scripture are at the heart of the program.

**MIF Capital Campaign Services** is also based on the conviction that every congregation has capable, committed leaders. What congregations need to conduct an effective capital, debt or annual stewardship appeal is a road map, a proven program, and a committed leader who provides excellent training and coaching. The program is designed to teach Biblical stewardship, clearly communicate the importance of the congregation's project and ministry, and inspire generosity. Capital Campaign Services provides this at a significant cost savings to congregations.

**MIF Capital Campaign Services** assists dozens of congregations each year. Each consultant is a committed ELCA member with a long history of providing stewardship leadership in our church. They recognize that congregations with a vision for their future benefit from the assistance of a leader with fundraising skills and experience as they turn that vision into reality. Your consultant will guide you every step of the way.

## ***What Happens During a Capital Campaign Program?***

At the heart of the Capital Campaign program is onsite involvement of the consultant for two full weekends. In addition, the consultant is deeply involved in the congregation's ministry for a period of approximately four months.

### **The Capital Campaign program has five phases:**

#### **Phase One – Pre-work**

During this period of approximately two months, the consultant works with a small group of congregational leaders laying the groundwork for a successful program. Important decisions are made by the leaders regarding how specific parts of the program will be conducted.

#### **Phase Two – Planning Weekend**

The consultant is on site, presenting a detailed timeline and all program materials, training the Leadership Team, preaching in worship and introducing the program to the congregation.

#### **Phase Three – Program Time**

During this time, usually five weeks long, members of the congregation receive several mailings, hear sermons and talks in worship focusing on the program, read bulletin inserts, are invited to specific time of prayer and Bible study, and learn of various ways to give. Children and youth are involved in several ways. The consultant is in frequent contact through this time, providing coaching and encouragement.

#### **Phase Four – Commitment Weekend**

The consultant is again on site, providing leadership as the congregation makes its financial commitments to the program. The consultant again preaches and leads the commitment time in worship. The follow-up team is also trained.

#### **Phase Five – Follow-up**

Those who have not yet made their commitment are contacted either by telephone or by mail. This phase is tailored to specific groups within the congregation.

## Commonly Asked Questions

**1. Does MIF Capital Campaign Services work with congregations of all sizes?**

Capital Campaign Services serves all Evangelical Lutheran Church in America (ELCA) congregations, ranging from 50 to over 5,000 members.

**2. How much does MIF Capital Campaign Services cost?**

Since MIF Capital Campaign Services is a ministry of the ELCA, it costs much less than other consulting firms. Cost varies based on the size of the congregation, but almost all will experience a savings of many thousands of dollars compared to other consulting firms.

**3. How much can a congregation typically raise in a three-year capital campaign?**

A church's results depend on the present level of giving, the type of project proposed and the degree of congregational ownership and enthusiasm for the project. Typically, a congregation can raise two to two-and-one-half time regular annual giving.

**4. Our project will cost more than we can raise in our campaign. What should we do?**

Many congregations undertake projects that cost more than can be raised in a single program and commonly finance the balance. The ELCA's Mission Investment Fund is an excellent source for such financing. One or two subsequent debt reduction campaigns may occur, with any remaining balance then included in the operating budget.

**5. Will having a capital campaign impact regular giving to the congregation?**

MIF Capital Campaign Services always emphasizes that members' first priority is regular giving to the congregation. Giving to capital or debt reduction programs must be over and above regular giving. Most congregations find that capital campaigns do not negatively impact regular giving, and in fact, often enhance it.

**6. We think there will be some resistance to hiring professional fundraisers. Why should we use "outsiders" to help us?**

MIF Capital Campaign Services is a ministry of the ELCA. Our consultants expand the partnership that already exists between the congregation and the churchwide organization. Countless congregations have discovered that professional assistance makes the difference between a very well-run, successful campaign and one that falls considerably short of its goals.

**7. We are planning a new building. How much work should we do with an architect before we conduct the campaign?**

If you have not already done so, your first step should be to contact MIF Building Consultants. Prior to conducting a capital campaign, it is not necessary to have complete building plans. It is very important to have schematic drawings and elevations. Reasonable estimates of building costs are also very important.

**8. We want to do an in-depth annual stewardship response program. Can MIF Capital Campaign Services help us?**

Yes. MIF Capital Campaign Services is often used for improving the general stewardship ministry of a congregation through an annual stewardship program.

**9. What vote should be taken to approve a campaign?**

It is vital that the congregation feel ownership of the plans. Normally, a congregation will have several meetings and at least one vote to approve plans before campaign planning begins. Often, the vote to secure outside assistance with the appeal is taken at this time as well.

**10. How long does a campaign last?**

A period of at least four months is required from the point a congregation begins working with the consultant until the campaign, including follow-up, is concluded.

**11. How many people should be on the leadership team?**

The Leadership Team consists of the pastor and seven other committee chairpersons. These people recruit as many people as necessary to complete the various components of the program. In large congregations, co-chairs are often advisable.

**12. What time of year is best for a capital campaign?**

Successful MIF Capital Campaign Services programs have been conducted in every season of the year. It is important for the congregation to consider its own schedule and attendance patterns so that the program can be conducted when there is maximum attendance and minimum conflict with other activities.

**13. Can a capital campaign be conducted at the same time as our annual stewardship response program?**

Many congregations have successfully combined programs. However, it is often the case that both programs will be more successful if they are conducted at different times.

**14. Can we interview our capital campaign consultant?**

Absolutely. A telephone or webcam interview is encouraged. If your congregation prefers a face-to-face interview, the congregation will need to reimburse the consultant for travel and lodging costs.

**15. Does MIF Capital Campaign Services have a website?**

Yes. Much more information can be found at <http://www.mif.elca.org/fundraisingservices> or via email at [mif.capitalcampaign@elca.org](mailto:mif.capitalcampaign@elca.org).

**16. We are interested. What is our next step?**

Contact the Director of MIF Capital Campaign Services, Paula Kitt, who will then assign a consultant to work with you. Consultants are assigned on the basis of suitability, geography, and the availability of consultants. Paula can be contacted at [paula.kitt@elca.org](mailto:paula.kitt@elca.org) or 773-682-2738.