

## HOW MUCH CAN YOUR CHURCH RAISE IN A CONSULTANT-LED CAPITAL CAMPAIGN?

The first question many people ask is, *How much can our church raise over and above regular giving over a three-year period?* Major church fund-raising companies generally have the same answer: *Most churches will raise 1.5 - 3 times their previous year's income-to-budget.* Over 4 years in 50 Methodist churches in our jurisdiction, the churches averaged raising 2.35 times the previous year's income. However, debt retirement and renovation raised 1.2 to 3.1 times with an average of 1.7 times. New facility and land purchase varied from 1.8 to 4.6 times with an average of 2.6. (When the church's annual revenue exceeds \$1 million, different guidelines apply.) Churches are also experiencing an 85-90% realization of commitments with as much as 50-60% coming in the first 12 months.

By answering the following questions, each church, with the help of the consultant, should be able to determine the realistic potential for its campaign. All projections, however, should be conservative.

### 1. Congregational Demographics

- How many resident family units are in the church?
- How many single heads of households do you have?
- What is the median age of your adults?
- What is the average Sunday School attendance?
- Is your church an inner-city church? Suburban? Upper, middle or lower income?

### 2. Resource Potential

- What was the total income of the church last year? What were the giving patterns?
- Are there people in the congregation who may have the potential of giving substantial gifts (\$25,000, \$50,000, \$100,000 and more) over 3 years?
- Do you have high-income business and professional people in the congregation who are faithful givers? People who have the potential of giving stocks, land or other real assets?

### 3. History of Giving: Attitudes Toward Giving

- What is the per-capita giving of the church?
- What is given through special offerings?
- What has been given in previous campaigns?
- Is stewardship a major emphasis in the church?
- Churches with a high per capita record of giving will often raise more than churches with a low per capita record of giving. In other words, people with an established pattern of giving will often contribute more than those who do not.

#### **4. Leadership Commitment**

- Is the leadership unified in support of the project?
- Is the leadership unified in support of the capital campaign?
- What percentage of leadership voted against the project? Are dissenters influential within the congregation? Are they large contributors?
- Are the pastor and staff committed to the project?
- Are the pastor and staff committed to the capital campaign?
- It is essential that leaders be willing to participate in the campaign. The senior pastor/minister and other staff must give verbal support, and by their own involvement be an encouragement to the congregation. Absence of such support will negatively affect the campaign.

#### **5. Project Support, Nature of Project**

- What is the nature of the project?
- Has the congregation voted on the project? What percentage voted in favor?
- Does the project have a high level of emotional support?

#### **6. The Spirit Within**

- Is the congregation unified?
- Are the people positive and enthusiastic about the church's program and ministry?

---

Answers to these questions will help both the congregation and a professional consultant understand the capital giving potential of a church.



---

8337 Jefferson Highway    Baton Rouge, LA 70809  
225.346.1535  
800.256.9317 (toll-free)  
225.343.0756 (Fax)  
[www.umf.org](http://www.umf.org)