



# CAMPAIGN DIRECTOR

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### PURPOSE

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The Campaign Director is a vital position in the capital stewardship campaign. Together with the Senior Pastor, the Campaign Director is a chief spokesperson for the campaign. The Campaign Director will work closely with the four Team Leaders to monitor the teams they are supervising during the campaign. The Team Leaders, individually, will supervise the work of their various Coordinators throughout the campaign. The Campaign Director is a leader, spiritual motivator and encourager.

### RESPONSIBILITIES

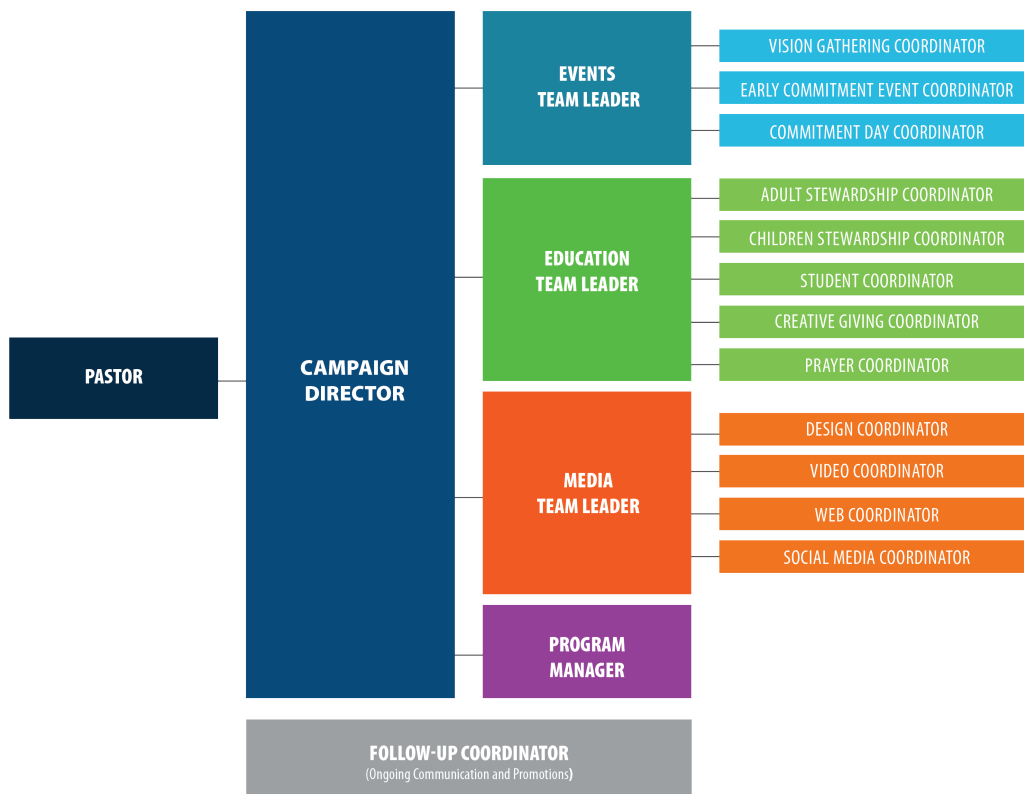
- Directs the campaign and continually inspires campaign leadership to lead and serve from beginning to end
- Oversees the Campaign Leadership Team meetings through the Team Leaders to ensure all Coordinators fulfill their duties
- Keeps a positive and enthusiastic tone throughout the campaign
- Helps the Pastor and Impact Stewardship Consultant set the pace, establish priorities, make program decisions, encourage participation, and overcome obstacles
- Attends and participates in campaign training meetings
- Makes campaign announcements to the church as needed
- Considers prayerfully their own contribution to the campaign

### TASKS AND ASSIGNMENTS

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#### **Coordinate with Team Leaders**

As Campaign Director, you will work closely with the Team Leaders to monitor the teams they are supervising during the campaign. Your role will be to help them oversee each Coordinator. You will then supervise their work with the various Coordinators throughout the campaign.



**The Team Leader (Events) will oversee the following campaign teams:**

Vision Gathering Coordinator  
Early Commitment Coordinator  
Commitment Day Coordinator

**The Team Leader (Education) will oversee the following campaign teams:**

Children Stewardship Coordinator  
Student Stewardship Coordinator  
Creative Giving Coordinator  
Prayer Coordinator

**The Team Leader (Media) will oversee the following campaign teams:**

Print Coordinator  
Video Coordinator  
Web Coordinator  
Social Media Coordinator

**Additionally, the Program Manager** will be a good resource for you as they oversee the campaign teams' progress confirming things are running smoothly behind the scenes by monitoring deadlines and verifying communication.

## **Attend Specified Training Meetings**

Please refer to your task and assignment checklist for specific meetings you will need to attend.

The training meetings will inform enlisted members about:

- The church's needs and opportunities to serve
- The spiritual aspect of the campaign
- Their duties and responsibilities
- Enlistment of others

These meetings will help:

- Ensure success
- Garner support for the campaign
- Provide a better understanding of the program
- Encourage personal response to the campaign

*In the event an enlisted person is unable to attend a training meeting, the one who enlisted that person will be required to provide materials and training for that person*

## **Discuss Communication Opportunities (with Pastor and Consultant) to Engage Leadership & Church**

As a key visible leader in this effort, there will be important and timely opportunities to engage not only the campaign leadership but also the entire church family. Discuss these opportunities with the Pastor and Impact Consultant. Some of these occasions could occur during campaign leadership team training meetings, Vision Gatherings, Early Commitment events, Commitment Day or other events and services during the campaign's public phase. Your Consultant can help you determine the most optimal ways to inspire and motivate.

## **Confirm Sunday Morning Introduction of Campaign Leadership Team**

See task sheet for the recommended date(s). The Pastor will introduce the Campaign Director, Team Leaders and Campaign Coordinators during Sunday morning worship at the onset of the campaign and have a time for the church to pray over them.

## **Discuss Vision Presentation with Pastor**

At the start of the Public Phase, there will be a vision presentation to officially kick off the campaign. This can occur in a variety of ways:

- Vision Sunday (during weekend services)
- A special town hall meeting
- A joint meeting of classes or home groups/small groups
- During individual classes or home groups/small groups

The program can be presented in person or by a pre-recorded message from the Pastor. If multiple locations are used, facilitators will need to be enlisted and trained for each location.

### **Typical Small Group/Classroom Vision Gathering Program**

- Fellowship
- Video Presentation
- Question & Answer Period led by facilitator
- Prayer
- Refreshments (optional)

### **The Vision presentation should:**

- Portray a dynamic, active church that is an integral part of members' lives and the community.
- Highlight the necessity of this campaign with examples of specific needs.
- Detail the project itself (i.e., construction, debt retirement, renovation, etc.)
- Show how the successful completion of the project will meet the church's identified needs.
- Challenge people to pray regarding God's will personally and for the church.
- Challenge the people to make their commitment one of true sacrifice.

### **If using a live format:**

- Decide who will be included in the presentation.
- If using several speakers, create a script or outline and train them in how to make the presentation.

### **If using a video format:**

- The Pastor will work with the Video Coordinator to complete the production. The Video Coordinator has been given the responsibility to produce a 3 to 5-minute video presentation to be shown at all Vision Gatherings. Sample Vision videos have been made available for the Video Coordinator to review.
- Typically, a video format works best when numerous meetings are being held in homes, and at the church.

These meetings will help:

- Get a great start
- Garner support for the campaign
- Provide a better understanding of the program
- Encourage personal response to the project
- Understand how the vision will touch lives
- Ensure success

## **Share Your Testimony**

During key times, be willing to share your testimony of your family's personal decision to participate.

- Discuss why you and your family are planning to make a commitment
- Highlight your commitment to prayer
- Highlight your commitment to sacrifice

Sharing the amount that you are planning to give is not necessary. Rather, it is important for you to inspire and challenge everyone by letting them know you are committed to the process. Typically, this is most effective at Leadership Team Meeting #3 but discuss with your Consultant to determine the best time.

## **Share Campaign Financial Goals**

Help the Pastor announce the campaign giving goals for the campaign to the entire church. Encourage the need for widespread participation from everyone. Generate a sense of challenge by enthusiastically endorsing the campaign objectives.

## **Confirm Development of Gifts-In-Kind Committee**

Since some people may choose to give assets such as stocks, property, or jewelry, the Creative Gifts Coordinator will work with the Pastor to appoint a committee to determine the handling of these types of gifts. Consider lawyers, bankers, real estate agents, accountants, financial planners, etc. The committee will decide:

- The asset's value
- If the asset should be sold by the church or the donor (There may be tax advantages to the donor if the church accepts the asset to sell, but the asset may be a liability to the church)
- If stocks should be sold or held

The team will schedule a committee meeting to agree on a system for evaluating the receipt and disposition of gifts. Inform the congregation that this committee is in place and is available to take any questions regarding such gifts.

## **Assist in Development of the Early Commitment Event/Legacy Luncheon Invitation List**

Work with the Pastor, Consultant Events Team Leader and Early Commitment Coordinators to develop a list of potential early commitment donors to invite to these event(s). Consider those who are leaders in their giving (top 25% of givers) and time (elders, deacons, teachers, staff), loyal long-time members, and other faithful givers. Be sure all of your Campaign Leadership and Coordinators are included.

A finalized Invitation List is due to the Program Manager one week before the invitations are mailed out. (Refer to the campaign calendar for the date.)

*The Program Manager is also in charge of overseeing training material preparation for the Early Commitment reservation call training.*

## **Review Instructions for Early Commitment Event/Legacy Luncheon Presentation**

The Early Commitment events are essential to the financial future of your program. These gatherings will produce a significant amount of the funds raised in the campaign. It is essential that the presentations made by you and the Consultant at these events be as effective as possible. The suggestions below will guide you in planning the program.

### **Program Areas**

The presentation is divided into 3 segments. The Pastor is responsible for the first and last parts of the program. The Pastor and the Consultant will seek to answer the questions below:

#### **1. Why do we need a capital campaign? (Pastor - 10 minutes)**

It is essential to effectively communicate both the spiritual need for the project and the financial need of the capital stewardship campaign. People must have justification for their potential giving, so your presentation has to emphasize the necessity of the program. Use these guidelines:

- Extend a word of recognition and gratitude to the host home.
- Recognize all those who are in attendance and clarify why they were invited.
- Explain the purpose for the building project/debt retirement project and the need for the church's involvement.
- Give a summary of why Impact Stewardship was chosen and the process the leadership went through in approving them as outside consultants.
- Introduce your Impact Consultant and support his efforts by explaining what he is doing for the church.

## **2. Deciding what to give (Consultant - 30 minutes)**

The Consultant will explain how funds are to be raised, ways each person may commit to giving, and the personal and church-wide benefits of contributing gifts-in-kind (non-cash assets). In addition, the Consultant will explain how and when to complete the commitment card, and why these guests are being asked to respond earlier than others in the congregation. The Consultant will then return the presentation to the Pastor for the closing petition.

## **3. Why is your help needed? (Pastor - 5 minutes)**

A closing request from the Pastor is essential. It is crucial that the Pastor utilizes their position and influence to appeal for participation. Attendees are more likely to respond when you ask them to do so.

### **You will want to:**

- Show how vital their involvement is to the church.
- Define your expectations.
- Explain that your commitment has already been made to the campaign.
- Encourage them to make a sacrificial commitment as you have.
- Tell them their response is needed by the appointed date.
- Thank them for being people you and your church can depend on. In addition, express your gratitude for the commitment you know they will be giving.
- Close in prayer.

### **Important Considerations:**

Be upbeat and excited about the Capital Stewardship Campaign. At this point, opposition may have surfaced. The resistance is usually from people who are looking for reasons not to give.

This is not simply a request for money. Remind people this is an opportunity to join in what God is doing.

Allow everyone the freedom to give to God's work. Don't assume that they don't have much to give or that this isn't a good time for them to give. Always encourage them to be generous. Remember that people will contribute as little as possible if given the opportunity.

Guide people in giving far and above what they ever considered before. It will take equal sacrifice, not equal gifts from everyone.

Remind everyone to make this their prayer: "Lord, what do you want to do through me to accomplish Your will for our church."

Conclusion: Thank the Early Commitment Team (and host, if in a home) and everyone who came. Remind them of the significance of their generosity.

## **Monitor Returns of Early Commitment Pledges Collected**

An Early Commitment dollar amount will be announced on Commitment Day. In order for that to happen, the commitment cards from the Early Commitment Gatherings need to be turned in prior to that day.

Make sure the point person (Pastor, Early Commitment Coordinator, Church Financial office, etc.) is monitoring the returns. Confirm that friendly reminder calls are being made to people who indicated they would return their commitment card in time for the Commitment Day.

## **Discuss Arrangements for the Commitment Day Event**

Be prepared to discuss the following with Your Team Leader and Program Manager:

- All details surrounding the Event
- Communication between the Children's Event and the Commitment Day Event
- Food arrangements
- Early drop-off for children of volunteers

## **On-Site Commitment Day Planning**

If the Commitment Day event is scheduled during morning worship then consider the following:

- If you have multiple services, will they be combined together or will each service time have their own time of commitment?
- Will there be a brunch or meal before or after the service?
- If the service is not in the sanctuary or normal worship space, make sure the audio/visual equipment is set up and functioning properly.
- Will there be a video for Commitment Day?

## **Off-Site Commitment Day Planning**

If your church's leadership elects to have the event off site, the Commitment Day Coordinator should reserve the facility as soon as possible. Consider the following as you plan:

- Distance from the church
- Number of people to accommodate
- Fees
- Catering
- Audio/Video equipment (video, microphones, music, etc.)
- Parking
- Security

## **Commitment Day Program Suggestions**

Below you will find what a typical event program may look like. Keep in mind that the actual program is the responsibility of the Pastor.

Opening Prayer  
Meal  
Announcements  
General Offering  
Worship  
Early Commitment announcement  
Video  
Pastor's message and challenge  
Commitment time  
Dismissal

## **Confirm Commitment Reminders in the Worship Service**

In all services between Commitment Day and Celebration Sunday, confirm reminder announcements are made for those who have not yet responded. Be sure there are commitment cards and envelopes are available and they are instructed on how they can be returned. You can confirm all activity with the Pastor and Program Manager.

## **Confirm First Fruits Offering Announcements**

At all services held between the Commitment Day until the Celebration Sunday service, remember to promote the first fruits offering, which will be taken at the Celebration Sunday service. You can confirm all activity with the Pastor and Program Manager.

## **Discuss Celebration Sunday Plan with Pastor**

This is the weekend that the church family will be asked to begin giving. At this worship service, you or the Pastor can announce the total amount of commitments received.

- Urge those who have not turned in commitments to do so.
- Lead the people in a time of thanksgiving and praise before or after the first fruits offering.