

Follow me.



Communities of Faith are called to follow Christ in many ways.
The Episcopal Church Foundation is here to help you fund the journey.

Following God's call requires **vision** — and a **plan** to get you there.

On this rock

I will build my church.
—Matthew 16:18

A successful capital campaign requires prayer, a clear vision, and the support and involvement of your members. Effective leadership and a step-by-step plan will result in achieving your financial goals, strengthen relationships, and a heightened sense of community. A capital campaign allows you to identify new leaders, create opportunities for service, and focus on how to tell your story.

Journey with someone you know. We are Episcopal. ECF is committed to empowering congregations, dioceses, schools and organizations to live out the Gospel. We work exclusively with the Episcopal

“ECF’s understanding of both parish community and school culture was instrumental in bringing together two diverse communities to work toward a common goal.”



—Ashley Miles, Head of School
St. David's Episcopal Church & School, San Antonio, TX

Church, understand its traditions, and integrate spirituality into all aspects of a campaign. We are proud to re-invest the fees we earn back into serving the Church as we seek to revitalize Episcopal communities of faith.

Choose a path that works for you. Consistent with our Episcopal traditions, ECF provides a flexible approach to capital campaign consultation. We adapt our three phases of service to our client's size, community culture, and sense of timing. ECF will tailor campaign management to meet your needs by offering you a choice of full-time on-site service or part-time on-site and off-site service, as appropriate. We believe that fundraising is a ministry and our holistic services add value; therefore planned giving and annual stewardship are included at no cost in every campaign.

We'll get you there. ECF's *Discern-Study-Ask* methodology has proven successful for more than 25 years and raised hundreds of millions for congregations, dioceses, schools, and related organizations. 94% of our clients meet or exceed their campaign goal. With the guidance of an experienced ECF fundraising consultant, your campaign will raise more resources and prove a worthwhile investment. And most important, ECF's capital campaign clients are empowered to follow God's call with renewed energy and vision.

To see how an ECF campaign unfolds, simply flip this brochure over. ▶

“Because people saw the vision coming to life, our annual stewardship increased and more people became involved in ministry. We exceeded our campaign stretch goal.”



—Candy Dials, Capital Campaign Co-Chair
St. Paul's Episcopal Church, Leavenworth, KS

Printed on 100% post-consumer waste recycled paper using vegetable oil based inks.

ecf **EPISCOPAL CHURCH FOUNDATION**
empowering congregations

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Without a vision, the people perish.

—Proverbs 29:18

DISCERN

Raising funds begins with listening to what God is calling your ministry to accomplish. The Discernment phase is complete, and a Feasibility Study may begin, when:

- The list of projects is finalized
- All project costs are known
- All constituencies are aware of the projects and the costs

Consider what urgent and compelling needs might be funded:

- New construction, restoration, or expansion of facilities
- Programming or outreach needs
- Endowment creation or enhancement
- Debt retirement

Suppose someone wants to build a tower. Will he not first sit down and estimate the cost to see if he has enough money to complete it?

—Luke 14:28

STUDY

Through personal interviews, along with an electronic and direct mail survey, all members of your community are invited to share their thoughts about the proposed plans. Every member is engaged, the vision reinforced, and the path forward becomes clearer for all.

A professionally conducted Feasibility Study measures support for a campaign and provides information to help leadership to make decisions, including:

- If a campaign has the support to proceed successfully
- A realistic and attainable goal
- The level of support for each project
- A list of potential donors

Unless the Lord builds the house, those who build it labor in vain.

—Psalm 127:1

ASK

Information gained through the Feasibility Study lays the foundation for successful solicitation. Solicitation involves five steps:

1. PREPARATION

- Finalize case statement and goal
- Establish campaign plan, budget, and theme
- Produce brochure, pledge cards, and materials

2. LEADERSHIP

- Identify and train campaign leaders
- Conduct Advance Gifts evaluation

3. ADVANCE GIFTS

- Advance Gifts training and solicitation
- Implement pledge tracking procedures
- Initiate Planned Giving, as appropriate

4. CONGREGATIONAL GIFTS

- Congregational Gifts training and solicitation
- Kick-Off event
- Workers commissioned on Dedication Sunday

5. CELEBRATION

- Thanksgiving service and acknowledgements
- Create pledge collection and followup strategies

“ECF’s guidance led to a robust planned giving program and Legacy Society for our parish.”



—Stu Theis, Advance Gifts & Planned Giving Chair
St. Hubert's Episcopal Church, Kirtland Hills, OH

Continuing the Journey...

For everything, there is a season, and a time for every matter under heaven

—Ecclesiastes 3:1

After campaign service is completed, ECF remains available to support your ministries in a variety of ways, including:

- A no-cost six-month and nine-month campaign check-in
- On-site post-campaign review service if desired (daily rate applies)
- Ongoing annual and planned giving support (off-site services are provided free)
- Endowment management services
- Leadership development programs, products, and services

“Our campaign boosted confidence and we realized how much more we could do in our community. We raised four times what we thought we could.”

—The Rev. Andrew W. Foster, III, Rector, Church of the Ascension, New York, NY

