



BECAUSE THEY SERVE

An Initiative for our faithful pastors

Local Church Campaign Model

Campaign Leadership

Within each church, the roles and responsibilities of leadership, and committee structure may vary, but this will give you an idea of what you can expect.

Pastor:

- Personally recruits Campaign Chairperson(s)
- Advocates campaign plan and conducts/participates in a number of Advance Gift solicitation visits
- Meets weekly with the Campaign Committee
- Attends all campaign meetings
- Makes pulpit announcements – at an appropriate time during the campaign – and uses any provided bulletin inserts
- Demonstrates interest and enthusiasm for the individualized local campaign component and the ***Because They Serve*** campaign

Chairperson(s):

- Advocates the campaign plan
- Assists the pastor in conducting the campaign
- Inspires others to volunteer and contribute
- Assists the Pastor in recruiting the remaining Campaign Committee volunteers
- Chairs all church campaign meetings
- Assists Pastor with solicitation of all Major and Advance Gifts
- Contributes a Major or Advance Gift to the campaign

Campaign Secretary:

- Prepares lists of Church members, coordinating campaign materials and supplies for recruitment, training of volunteers, assignment of prospects, and brochure mailing
- Works independently and with campaign counsel to ensure that all gift and pledges are forwarded to the PAS development office

Preachers' Aid Society of New England

P.O. Box 3386 ▪ Plymouth, MA 02361

Tel: 508-830-9500 ▪ Fax: 508-830-9582 ▪ Email: pas18@preachersaid.org

Local Church Campaign Model

Phases of a Campaign

Each campaign is a little different, but this will give you an idea of what should take place during each phase of the campaign.

Major Gift Phase:

In the Major Gifts Phase of the campaign (if the church's goal and gift chart requires gifts at this level), gifts of \$25,000 and above are sought.

- All Major Gift prospects are solicited face-to-face
- With exception to the pastor, those committee members soliciting Major Gifts will have also contributed a major gift to the campaign

Advance Gift Phase:

In the Advance Gifts Phase of the campaign (if the church's goal and gift chart requires gifts at this level), gifts of \$10,000 and above are sought.

- All Advance Gift prospects are personally solicited
- Those committee members soliciting advanced gifts will have contributed a gift to the campaign

Special and General Gifts Phase:

In the Special (\$5,000 and above) and General Gifts (\$2,500 and above) Phases of the campaign, gifts of \$2,500 and greater are sought.

- The campaign is formally introduced to the congregation and announced in service
- Campaign committee will personally solicit all Special Gifts
- An announcement mailing is sent out to all remaining parishioners
- A phone-a-thon is held to ensure that each parishioner is personally contacted and invited to the community brunch
- A community brunch and discussion is held after church to ensure that each parishioner has an opportunity to ask questions and get excited about the campaign
- Commitment Sunday – the pastor will announce how successful the campaign has been so far and invite everyone to turn in his/her commitment during the service

A follow-up mailing will be sent out to those individuals who indicate that they are still deciding how they intend to participate



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Sample Campaign Timeline

Week(s)	Meetings to be Held	Actions/Tasks
Pre-Campaign Activity	Initial meeting with PAS Counsel	<ul style="list-style-type: none"> Determine local case & fund raising goals Pastor & Kim Recruit Campaign Committee together
One	Initial Campaign Committee Meeting	<ul style="list-style-type: none"> Begin Major & Advanced Visits Continue Recruiting Committee members
Two - Four	<i>Weekly Major/Advance Gift Report Meeting (Meetings 1-3)</i>	<ul style="list-style-type: none"> Complete Major & Advanced Visits
Five	<i>Final Major / Advance Gift Report Meeting</i> Special / General Gifts Orientation Meeting	<ul style="list-style-type: none"> Close all outstanding solicitations Announce Campaign at Sunday Worship Service
Six	<i>First Special Gift Report Meeting</i>	<ul style="list-style-type: none"> Mail out campaign announcement Begin Special Gift Visits Lay testimonials – Why I Gave in worship
Seven	<i>Second Special Gift Report Meeting</i>	<ul style="list-style-type: none"> Continue Special Visits Lay testimonials – <i>Why I Gave</i> in worship
Eight	<i>Third Special Gift Report Meeting</i>	<ul style="list-style-type: none"> Continue Special Visits Mail out Invitations for All Church Event Lay testimonials – <i>Why I Gave</i> in worship
Nine	<i>Fourth Special Gift Report Meeting</i>	<ul style="list-style-type: none"> Close all outstanding solicitations Begin General Gift Visits - Phone-A-Thon with personal invite to the All Church Event Lay testimonials – <i>Why I Gave</i> in worship
Ten	<i>Final Special Gift Report Meeting</i> <i>First General Gifts Report Meeting</i>	<ul style="list-style-type: none"> Complete General Gift Visits - Phone-A-Thon2 with personal invite to the All Church Event Host All Church Event Lay testimonials – <i>Why I Gave</i> in worship
Eleven	<i>Final General Gift Report Meeting</i>	<ul style="list-style-type: none"> Close all outstanding solicitations “In-pew” solicitations
Twelve	Final Report Meeting & Celebration	<ul style="list-style-type: none"> Mail out follow-up letters

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