

## How prepared are you to undertake a Capital Campaign?

**Before embarking on a Capital Campaign there are 10 fundamental areas which need to be considered and checked as to your church's readiness:**

1. **Case for Support** – Is your project powerful enough to excite and inspire prospective funders? Do you have an evidenced and proven need?
2. **Church Support** – Is your PCC leadership team, your congregation and the community behind the Campaign and its goals? Any resistance or apathy?
3. **Executive Leadership** – Is your Priest willing to take on the responsibilities and leadership required for the Campaign? Are your PCC ready?
4. **Voluntary Leadership** – Consider the availability of effective and active volunteers. Do you have experienced and able volunteers to manage and support the Campaign?
5. **Financial Planning** – Is the Campaign financial goal attainable? How will the Campaign impact on revenue? Is there long term planning and sustainability for the project?
6. **Funders** – Where is the money going to come from and at what levels? Do you think you'll have enough financial support from the congregation? Do you want to consider Major Donors?
7. **Timing** – Is this the best timing for your Campaign? Are you really ready to launch? Is there anything in the local area which could impact support?
8. **Internal Resources** – Are there internal resources available for the Campaign and how well-prepared are you as a church to undertake it?
9. **Financial Resources** – Has your Church budgeted enough for professional fees, operational costs and running of the public phase of the Campaign?
10. **Community Relations** – Is your community environment conducive to success? What are the feelings and perceptions of the public (positive and negative) about your Church? How aware are people and how well do you communicate your mission and vision?

Areas to Consider	Strengths	Weaknesses
<b>1. Case for Support</b> Compelling need or to clarify		
<b>2. Church Support</b> Are they with you or not?		
<b>3. Executive Leadership</b> Priest, PCC, Committee - who?		
<b>4. Voluntary Leadership</b> Do you have experience & available volunteers?		
<b>5. Financial Planning</b> Budgets and Business Plans		
<b>6. Funders</b> Do you have a lead funder in mind? How well do you know your prospective funding pools?		
<b>7. Timing</b> Have you allowed sufficient time for planning?		
<b>8. Internal Resources</b> Staff and systems to hand or to find?		
<b>9. Financial Resources</b> Is there money to cover any/all contingencies or tighten your belts?		
<b>10. Wider Community</b> Supportive and aware of the Church's work? Is your brand/profile good?		