



# CHURCH CAPITAL CAMPAIGN

## *Branding Guide*

A STEP-BY-STEP GUIDE FOR YOUR  
CAMPAIGN COMMUNICATION TEAM



# Table of Contents

<b>Welcome and Overview.....</b>	<b>3</b>
<b>Communications Team Responsibility .....</b>	<b>4</b>
<b>Checklist for Communications Team Tasks.....</b>	<b>4</b>
<b>Conducting Successful Meetings.....</b>	<b>11</b>
<b>Communications Team Meeting Agendas.....</b>	<b>11</b>
<b>Appendix A – Campaign Slogan .....</b>	<b>12</b>
<b>Appendix B – Photo and Graphics Selection .....</b>	<b>15</b>
<b>Appendix C – Summary of Campaign Teams.....</b>	<b>15</b>

Welcome to Church Development’s manual for a church capital campaign communication team. This manual outlays all the tasks, and some helpful tips, for successful communication about and branding for a capital campaign. We provide comprehensive manuals like this to all the teams we involve in our capital campaign processes. This guide often references involving your Church Development consultant. We hope you invite us to be a part of your campaign, but even if you don’t, this guide can be used for directing your campaign communication strategy.

We hope this guide gives you an idea of the types of conversations to have with your team when brainstorming ideas for your fundraising project. God bless you!



# Welcome to the Communications Team

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## Welcome and Overview

Your participation in this capital campaign and on the Communications Team is evidence of your stewardship commitment to your church, its mission and its future. A capital campaign is more than just asking for funds for the good of the church—it is about ensuring the church's vitality for its current members and those who will join in the coming years.

It will provide the opportunity to:

- › Work with the pastor, church leaders, other members of your team and the other campaign teams.
- › Share your expertise, ideas and energy.
- › Contribute to the campaign with a key element of a successful campaign—communication.

## **Three Resources for Your Team**

**1** This manual is a guide for your team's responsibilities and tasks. You will be entrusted with specific tasks and specific dates by which to accomplish them. The checklist which begins on page 4 lays out the essential duties for your team as well as some optional undertakings.

**2** While this manual serves as a guide, it cannot hope to answer every question you may have. Your Church Development consultant listed above is available to answer those questions and guide you through the campaign process.

**3** Another resource is the client area of Church Development's website, which has been created to help you and your team. ([www.church-development.com/capital\\_campaign\\_resources](http://www.church-development.com/capital_campaign_resources)) On the site you will find a number of samples and resources. You may want to make some copies of what you find for your team. Contact your consultant or our office (816-333-8111 or [office@church-development.com](mailto:office@church-development.com)) if you need assistance.

## **Recruiting Members for your Team**

One of the less obvious but more important results of conducting a capital campaign is the opportunity it provides to involve church members who might not normally volunteer for church activities. This opportunity to get involved is attractive to many members because it is a limited time commitment (three to five months) and is a good way to meet other members of the church community.



Church Development encourages you to invite others who may not have volunteered for other church projects in the past to join your team. Be sure to include new church members and those who tend to be more reserved in your recruiting efforts. This will make the campaign more enjoyable for all involved and enhance the community-building experience.

The Campaign Feasibility Study Report is a good source of potential volunteers (if your church conducted a Campaign Feasibility Study). The pastor or church secretary may also be able to give you names of newer and less-involved members to invite to join your team.

### **Communications Team Responsibility**

This team communicates regularly with the congregation about the purpose and details of the capital campaign. The Communications Team ensures that information is accurate and timely and also generates excitement for the campaign as Commitment Sunday approaches. In cooperation with the other teams, the communication effort will elicit questions, comments and suggestions about the campaign from church members.

### **Checklist for Communications Team Tasks**

In order to meet this overall responsibility, your team will take on a number of tasks. This checklist outlines these tasks.

Following is a basic list of tasks that you and your Church Development consultant will work together to complete. The completion dates for each task will be assigned by your team and campaign consultant. Some or all of your team members may be involved in each of the tasks.



TASK/ COMPLETION DATE	DETAILS	TEAM MEMBERS
<p><b>Campaign Slogan</b></p> <p>Completion date</p> <p>_____</p>	<p>This is your team’s first task. The slogan conveys the importance of the campaign and how it relates to your church. It will be used throughout the three-year campaign. You’ll find more information about choosing a slogan in Appendix A. The component of this task are:</p> <ol style="list-style-type: none"> <li>1. Communications Team brainstorms and selects slogan</li> <li>2. Communications Team brainstorms ideas for graphic and forwards these to Church Development consultant</li> <li>3. Church Development graphic designer creates 2-3 designs for Communications Team’s consideration</li> <li>4. Communications Team selects favorite graphic(s)</li> <li>5. Communications Team presents slogan and graphic to Steering Committee for approval</li> <li>6. Graphic and slogan are made available to all the campaign teams for campaign-wide use</li> </ol>	



<p><b>Campaign Graphic</b></p> <p>Completion date</p> <p>_____</p>	<p>Once the campaign slogan has been chosen, your team will provide ideas for a graphic to illustrate the slogan. The graphic will complement the slogan or theme, and the two are often used in conjunction with each other as the campaign logo. You can begin thinking about the graphic at the same time you are working on the slogan. It will be a visual representation of the church's vision throughout the life of the campaign.</p> <p>One source for campaign graphic ideas is the church building. A window, cross or crucifix, painting, bell tower or some other religious or architectural feature may serve as your campaign graphic. Another source for the graphic may be an architectural rendering of the new or renovated church, if this is the campaign project. Church Development's graphic designer will use your slogan and graphic to create the campaign logo. This logo will be used on all campaign related printed pieces throughout the campaign.</p>	
<p><b>Commitment Sunday Reminder</b></p> <p>Completion date</p> <p>_____</p>	<p>The graphic designer is also available to use the logo to create a Commitment Sunday Promotion Piece, which is generally a refrigerator magnet or static cling sticker for distribution to all members about halfway through the campaign, and includes the Commitment Sunday date. This device is an inexpensive reminder to each family in the congregation to start thinking about a pledge to the campaign. It can be mailed out with one of the campaign newsletters.</p>	



<p><b>Campaign Newsletters</b></p> <p>#1 Completion date _____</p> <p>#2 Completion date _____</p> <p>#3 Completion date _____</p> <p>#4 Completion date _____</p> <p>#4 Completion date (if necessary) _____</p>	<p>Your Church Development consultant will generate four to five newsletters over the course of the campaign. The Communications Team will review the content of these newsletters for accuracy and may be asked to contribute information. The Communications Team will also be asked to assign a member to take photos at campaign events for use in the newsletters and possibly contribute text.</p> <p>A. Church Development consultant generates draft and forwards to Communications Team members for approval and proofing.</p> <p>B. Church Development consultant asks Communications Team to provide photos from campaign events for use in newsletters.</p> <p>C. Church Development produces camera ready newsletter and forwards to church for printing and mailing.</p>	
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<p><b>Pledge Packet</b></p> <p>Completion date</p> <p>_____</p>	<p>The team will assist in providing the campaign consultant content for the Pledge Packet Brochure. The brochure is the final and comprehensive communication piece and provides members with all the information they will need to make a decision about making a commitment to the campaign. The Communications Team will support the brochure’s development by:</p> <p>Creating a historic timeline for your congregation which highlights key dates and leaders in the church’s lifetime, and</p> <p>Assembling a large selection of photographs and other graphic elements for inclusion in the brochure. See Appendix B for guidelines.</p> <p>Your Church Development consultant and Church Development’s graphic designer will work together to develop the brochure and provide your team with a draft for the team’s input before it is finalized.</p> <p>The Pledge Packet Brochure generally includes the following elements:</p> <ul style="list-style-type: none"> <li>› A column from the pastor</li> <li>› A column from the Campaign Chairpersons</li> <li>› The goals of the campaign including the dollar goal</li> <li>› Description of the new building or renovations along with plenty of pictures or drawings (if applicable)</li> <li>› Rationale and benefits of the project</li> <li>› The Campaign Prayer</li> <li>› The request for everyone to make a pledge</li> <li>› How to determine your pledge—a chart to help with the decision</li> <li>› Guidelines for family discussion and making the decision</li> </ul>	
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<p><b>Posters &amp; Banners</b></p> <p>Completion date</p> <p>_____</p>	<p>These materials should always include the campaign logo (slogan and the graphic}. See examples on the Church Development web site.</p> <ol style="list-style-type: none"> <li>1. Communications Chair consults with Management Team for budget guidance for these items</li> <li>2. Communications Team determines which items should be produced and what information it should include</li> <li>3. Church Development’s graphic designer can provide a simple design for any device using campaign graphics</li> <li>4. Communications Team chooses a vendor/ printer for item</li> <li>5. Church Development’s graphic designer will forward design file to vendor/printer</li> <li>6. Communications Team coordinates all details related to delivery and payment of vendor/ printer</li> </ol>	
<p><b>Tracking Chart</b></p> <p>Completion date</p> <p>_____</p>	<p>Your campaign consultant and graphic designer can assist in designing a chart that will show the receipt of pledges following Commitment Sunday.</p>	
<p><b>Video</b> (optional)</p> <p>Completion date</p> <p>_____</p>	<p>The production of a short 30-second video can be shown at campaign events, put on the web site, and e-mailed to members. If your church has a large number of teens, it may be the perfect project for them. Coordinate this with the Youth Team leader. See the example at <a href="http://www.church-development.com/capital_campaign_resources">www.church-development.com/capital_campaign_resources</a></p>	



<p><b>Local Publicity</b> (optional)</p> <p>Completion date _____</p>	<p>A new building or renovations may be newsworthy in the local papers or in denominational media. Two ideal times to issue a press release are:</p> <ul style="list-style-type: none"> <li>› At the start of the campaign, and</li> <li>› Just prior to or at the groundbreaking (or the start of renovation).</li> </ul>	
<p><b>Church Website &amp; Facebook</b></p> <p>Completion date _____</p>	<p>Adding visual elements and information about the campaign to the website and your Facebook page is an effective and inexpensive way to communicate the campaign's message to church membership. We ask that a link to the Church Development website be included so members of your church will have an overview of our work with your church.</p>	
<p><b>Steering Committee</b></p> <p>Meeting date _____</p> <p>Meeting date _____</p> <p>Meeting date _____</p>	<p>It is important that the leader or one of the leaders attend the Steering Committee meetings to report on the activities and plans of the Communications Team. You will also be able to get immediate feedback and directions from the Steering Committee. See Appendix C for a description of the Steering Committee.</p>	



## **Conducting Successful Team Meetings**

The Team Chair will be responsible for the success of each meeting. The Chair will:

1. Set the agenda
2. Start the meeting on time with a prayer (and end at a reasonable time)
3. Make sure everyone is heard and no one member dominates the discussion
4. Cover all items on the agenda
5. When brainstorming ideas, make sure everyone expresses his or her ideas before discussion and decision
6. Appoint a team member to record decisions and actions in the minutes
7. Have the minutes emailed to team members, pastor and Church Development consultant
8. Communicate to the church office and your Church Development consultant the times, dates, and locations of all subsequent team meetings

The other team members also have a responsibility to make sure the meetings run smoothly and are productive. Team members should:

1. Give the Team Chair items that need to be on the agenda
2. Be on time for the meetings
3. Keep remarks at the meeting concise and to the point
4. Make points to the whole group during the meeting—not to one or two people after the meeting
5. Complete all tasks taken on as assignments
6. Immediately advise or seek advice from the Team Chair when any problem arises in the team member's area of responsibility

## **Communications Team Meeting Agendas**

### **Agenda for the First Meeting**

1. Begin meeting with prayer and distribute manuals to each person
2. Designate team member to take notes and email them to other team members, pastor and Church Development consultant
3. Introduce team members to each other; have each tell how long he/she has been member of church
4. Circulate roster to get everyone's address, day and evening phone numbers, and email addresses
5. Review team tasks
6. Work on campaign slogan selection
7. Brainstorm for campaign graphic if time allows
8. Decide on actions to be completed before next meeting



9. Set next meeting date and time—list items to be discussed
10. Closing prayer

### **Sample Agenda for Subsequent Team Meetings**

1. Opening prayer and welcome
2. Appoint recorder of minutes to email to members, pastors and Church Development consultant
3. Introduce any new team members
4. Review minutes from previous meeting
5. Report on actions and decisions
6. Discuss any problems
7. Review upcoming tasks
8. Set deadlines for upcoming tasks
9. Review all decisions and deadlines
10. Update campaign calendars in manual as necessary
11. Set date for next meeting(s) if not done previously
12. Closing prayer and adjournment

### **Appendix A** **Campaign Slogan** **Getting Started**

There are three important things to remember when composing a slogan.

1. Keep it concise—about six words maximum.
2. It should convey the spirit of your congregation.
3. It should sum up the reason for the campaign.

Your Team Chair or someone on your team may have experience in leading groups in this type of exercise. If not, here are steps you can take toward composing the slogan.

- 1. Give the team members five minutes to read through the list of words that are commonly found in campaign slogans.** Have each team member write down three or four or words or a slogan that they have generated from the words.
- 2. Have each member read his or her slogan(s) or word(s) out loud.** Assign someone to write on a white board or flip chart as they are being read. Important—**do not allow positive or negative comments about any ideas at this point.**
- 3. Go through the ideas and underline words that may appear several times, such as Faith, Build, Christ, etc.**



**4. Now have your discussion.**

Set a time limit for the discussion (10-15 minutes should be sufficient). The discussion will generate comments about what words people think should be in the slogan, revision of suggested slogans, or entirely new slogans. Again, have somebody write these slogans on the board or chart. Make sure everyone has a chance to comment.

**5. Make an initial decision.**

Tell everyone they can vote for the two slogans they like best. Have someone tally the votes next to each slogan. You will end up with two or more slogans that have made the cut. If you have more than three, have a second round of voting to get it down to two or three slogans.

**6. Now you have two or three slogans that you can present to the Campaign's Steering Committee to make the final selection.**

If your team has a clear choice, you can let the Steering Committee know. You may also decide to let your team have a day or two to think about the slogan and have them email or call in their final votes to the Communications Team Chair within a specified time.

If you are able to cover items 1-3 above during your first meeting, you'll be well on your way to making a slogan decision.



### **Campaign Slogan Generator**

Following is a list of words that are commonly used in capital campaign slogans.

A,B	Arise Beginning Believe Bold Build/Building
C,D,E	Challenge Christ Commitment Construct/Construction Dream Expand
F	Faith Family Forward Foundation Fulfill Future
G	Glory God Grace Great Grow
H,I,J,L	Heritage Hope Invest Jesus
N,O	New Opportunity Partner Plan Praise Purpose
R,S	Reap Sacrifice Share Sow Spirit Step
T,V	Today Together Tomorrow Time Vision

Additionally, you can see actual slogans on the Church Development web site [www.church-development.com/capital\\_campaign\\_resources](http://www.church-development.com/capital_campaign_resources). You may also wish to look at Church Capital Campaigns on Google images.



## **Appendix B**

### **◆ Photo and Graphics Selection**

Your campaign communication material should be of the highest quality. There are a number of guidelines you should consider as you assemble photos and drawings for your campaign newsletters and brochure:

1. Look for clear, well-lit photos. A poor quality photo will only look worse when printed.
2. Look for photos that show a broad representation of ages and races.
3. Faces are more interesting than long shots of crowds or people's backs.
4. Look for photos that show people interacting, rather than posing for the camera.
5. Take photos of your building(s), especially if the church has any distinct features, like beautiful windows or sculptures.
6. Search your archives for interesting historic photos: previous buildings, events, leaders.
7. Request digital copies of architectural art (i.e. JPEG files.)
8. Here are some good photo topics:
  - › Mass/service — show your congregation, your sanctuary
  - › Priest/pastor/minister — especially interacting with people
  - › Events — picnics, ball games, events the congregation looks forward to
  - › Damage or poor conditions that will be fixed as a result of your capital campaign
  - › Groundbreaking ceremonies

Notes on handling your photos:

- › The following file types are preferred when submitting digital photos: jpg, pdf, tiff or eps
- › Original images from a digital camera will offer the highest resolution and best quality when printed.

## **Appendix C**

### **Summary of Campaign Teams**

You are not alone. Many members of your church family will be working on the campaign.

#### **Steering Committee**

The Steering Committee will guide the campaign process to meet the unique needs of your church.

A secondary responsibility of the Steering Committee is to communicate the vision of the campaign in day-to-day interactions with other members. They will be asked to interpret the results of the Readiness Assessment and make decisions that reflect the needs of the church. The better the Steering Committee meets the needs of the church, the more successful the Capital Campaign will be.



### **Prayer Team**

This team's overall task is to focus the campaign on discerning God's will for the church community and its individual members. The Prayer Team plans activities and/or events to bring the church community together in prayer. Examples of these activities include:

- › Creation of a Campaign Prayer
- › Planning of a prayer vigil or special prayer service
- › Creation of a prayer booklet that includes writing reflections or prayers for the campaign composed by team or congregation members
- › Engaging the entire congregation in prayer for the campaign at Sunday worship

### **Youth Team**

This team is made up of youth and adults. This team assists the church and the other campaign teams with the inclusion of children and youth in the process of the capital campaign. Examples of activities that encourage the involvement of children and youth include:

- › Inviting the younger children to earn money so they can participate in Commitment Sunday
- › Engaging the teens in a discussion about how they can raise money for the campaign
- › Having an event just for teens to discuss with the pastor how the campaign plans affect the youth
- › Designating a particular part of a new building project that the youth's and children's contributions will fund, such as church signage or a prayer garden

Youth involvement in this campaign is not only critical for the future of the church—it says to the youth that they are a big part of the church today.

### **Ambassadors Team**

The Ambassadors Team influences the way church members will be approached for a pledge. The Ambassadors Team has two primary tasks:

- › Propose to the Steering Committee a process for asking members to contribute
- › Contact each member of the congregation to answer questions about the campaign and discuss the process for making a pledge

### **Communications Team**

The Communications Team works closely with the Church Development consultant and gives guidance on what is the best way to communicate and educate the members about the campaign process and its goals. This team communicates regularly with the congregation about the purpose and details of the capital campaign through verbal and printed media. The Communica-





tions Team ensures that information is accurate and timely and also generates excitement for the campaign as Commitment Sunday approaches. The Communications Team focuses on these primary tasks:

- › Selection of a campaign slogan and graphic
- › Providing content for the Pledge Packet Brochure
- › Creating posters, banners, and a campaign progress chart to promote the campaign

### **Events Team**

The Events Team has a very important and challenging role. Evidence shows that the success of a capital campaign directly correlates to the number of members who attend events prior to making a pledge. At the events, church members share in a dialogue with the pastor and other attendees to learn more about the goals of the campaign, ask questions, and offer their insights. This team will work to:

- › Schedule events in conjunction with the pastor and the Church Development consultant
- › Develop a plan to get the best attendance at the events which includes sending invitations from the pastor and personally asking members to attend events
- › Follow up on invitations with phone calls and personal contact to maximize attendance
- › Keep track of who attends
- › Plan and coordinate the meals at each of these events
- › Arrange a campaign celebration soon after Commitment Sunday

### **Thanks Team**

This team devises a process to recognize and thank those who make a contribution to the campaign. Church Development believes that each donor should get a personalized thank you letter from the pastor and a handwritten thank you card from the Thanks Team. The Thanks Team may also decide to provide small, inexpensive gifts to recognize each household that participates in the campaign. The Thanks Team is also charged with the following tasks:

- › Making a recommendation to the Steering Committee about public acknowledgement of donors or permanent display of gratitude to donors such as a plaque
- › Determining ways to thank donors upon completion of their commitment

The manner in which individuals are thanked during this campaign will have an effect on their participation in subsequent campaigns.