CHURCH FINANCES

Capital Campaign Guide for Small Churches

A 16-page operating workbook for a defined ministry project, not a pressure campaign

Discernment | scope | readiness | communication | commitments | follow-through

Read before starting

A capital campaign should serve a defined ministry purpose and treat people with dignity. This workbook supports planning, not tax, legal, accounting, investment, construction, fundraising-regulation, or professional fundraising advice. Follow your governing documents, donor-restriction practices, applicable law, and qualified local counsel.

1. Name the ministry opportunity

Do not begin with a dollar goal. Begin with a clear, limited opportunity: what needs attention, why it matters, who will be served, what decisions remain open, and what happens if the church does not act now. A vague “we need more money” message is not a campaign case.

Work the decision

Prompt	Decision, owner, source, or next step
Project or ministry opportunity in one sentence	
Who is affected or served?	
What evidence and approved facts support the need?	
What is still unknown or undecided?	
Who has authority to move the project forward?	