

# What Makes A “Successful” Campaign?

## Remember What It’s Really About

### **Strengthening Our Faith**

If we look at this from a discipleship perspective, these campaigns are really a spiritual journey—they provide a greenhouse for spiritual growth and conversations. We know that Jesus brought up the topic of money and possessions often. He knew it would be a struggle for every person in every culture. If Jesus is Lord, then He is Lord of everything.

The temperature of our faith is closely linked to how we handle the resources that God has given each of us. When our faith grows, our giving grows. When our giving grows, our faith grows. Redeemer found after Phase 1, to our pleasant surprise, that the capital campaign was a reason for a spiritual surge in our people.

### **Strengthening The Church**

Campaigns provide a platform for a stronger church. Beyond the immediate financial need driving a capital campaign, there is an opportunity to generate new levels of commitment to Christ, the church and its mission.

We sometimes place financial strategy in the category of church “business” as if it were a non-spiritual endeavor. In fact, there is nothing more spiritual than each person asking themselves where their deepest commitments lie and committing to pray about the sincerity and level of their support.

Get ready. Amazing things can happen in our hearts and in our church.

### **Strengthening Our Impact**

Campaigns can increase our financial strength, enhance or build our facilities, or fuel our mission and ministry. At the same time, we see increased levels of involvement, engagement and ownership of the church’s future.

The prayer is that all of this will lead to the resources that will create a higher and broader level of impact in our congregations, community and the world. This is about raising financial support and there should be no apologies about that—that is the focus. But, it is truly about strengthening impact. That is the goal.

# What Is The Foundation For Success?

## Spiritual Engagement

### **Prayer & Conversation**

When people pray in ways they've never prayed before, God does something powerful. When individuals, couples or families have candid conversations about what is truly important, there is often unexpected joy and generosity.

### **Ownership Of The Church's Future**

The strength of a campaign is connected to the amount of people who care enough about the church's future to take the challenge seriously. Regardless of the financial response, successful campaigns engage a majority of the people who call this church home.

### **Engagement With Campaign Events & Activities**

The key to ownership is involvement. When church leaders choose events and activities that fit their church culture, people will connect with the spiritual journey that it requires to experience something amazing.

## Biblical Values

### **Freedom**

Giving is, always has been, and forever will be, about the grace of God in each of our lives. The motivation for giving is thankfulness to the Ultimate Giver. Campaigns need to be soaked in freedom to respond in any way at all—no guilt trips allowed.

Paul wrote about how giving should never be forced nor obligatory, but a personal decision based on God's provision in each individual life. (2 Corinthians 8:9)

### **Generosity**

Scripture seems to be filled with stories about what it means to be generous. When our living and giving reflect the generosity of God through Christ, our financial resources will flow to what is most important. Great campaigns create an atmosphere of generosity.

We learn from the advice given to Timothy that people who are generous live the truly good life and are mindful of what really matters. (1 Timothy 6)

### **Authenticity**

In an effective campaign, there will be openness and honesty. The most fruitful campaigns will include people speaking from the heart about their hesitations, as well as their willingness to support the church.

King David spoke publicly about how God's provision motivated Him to give generously. His authenticity set the pace for giving toward the rebuilding of the temple. (1 Chronicles 29)

# What Do I Need To Do To Be Spiritually Ready For This?

## Make A Commitment

The commitment that each of us must consider comes long before we consider our financial response to a capital campaign. If each of us commits to allow this campaign to impact us personally, we will begin on a path that will lead to something very powerful.

The commitment is two-fold: To take the campaign seriously and engage with it spiritually.

If every person in this church sincerely grappled with the ideas being presented, the fruit will be exciting. It means dreaming big dreams about what God can do through us. It also means praying bold prayers about what God can do in us. Just imagine.

## Believe You Have A Role

Occasionally we may wonder why God has put us in this place. How did I end up here? At this church? On this team? At this time? The most encouraging part of this is that God is choosing a particular group of people for a particular time in this church's history to accomplish something.

There are people doing a variety of incredible things for this campaign: creating videos, hosting large gatherings, developing curriculum to teach the children, teaching, praying, leading, organizing and more. Campaigns are mosaics—each individual component makes sense only when we step back and look at the whole thing. And together, the picture is beautiful and meaningful. Just believe.

## Refresh Yourself On Stewardship Scriptures

### Scriptures on Stewardship from Generous Giving

#### God Owns Everything, And I Am His Money Manager

- **Psalm 24:1** — “The earth is the Lord's, and everything in it, the world, and all who live in it.”
- **John 3:16** — “For God so loved the world that He gave his one and only Son, that whoever believes in Him shall not perish but have eternal life.”
- **Deuteronomy 8:18** — “Remember the Lord your God, for it is He who gives you the ability to produce wealth.”

- **1 Corinthians 4:2** — “Now it is required that those who have been given a trust must prove faithful.”

## **My Heart Always Goes Where I Put God’s Money**

- **Ecclesiastes 5:12** — “The sleep of a laborer is sweet, whether He eats little or much, but the abundance of a rich man permits Him no sleep.”
- **Proverbs 18:10-11** — “The name of the LORD is a strong tower; the righteous run to it and are safe. The wealth of the rich is their fortified city; they imagine it an unscalable wall.”
- **Matthew 6:19-21** — “Do not store up for yourselves treasures on earth, where moth and rust destroy, and where thieves break in and steal. But store up for yourselves treasures in heaven, where moth and rust do not destroy, and where thieves do not break in and steal. *For where your treasure is, there your heart will be also.*” [emphasis added]

## **Giving Is The Only Antidote To Materialism**

- **Ecclesiastes 5:10, 13-14** — “Whoever loves money never has money enough; whoever loves wealth is never satisfied with his income. This too is meaningless ... I have seen a grievous evil under the sun: wealth hoarded to the harm of its owner, or wealth lost through some misfortune, so that when He has a son there is nothing left for Him.”
- **Mark 10:21** — “Jesus looked at Him and loved Him. ‘One thing you lack,’ He said. ‘Go, sell everything you have and give to the poor, and you will have treasure in heaven. Then come, follow me.’ ”
- **1 Timothy 6:9-10, 17-19** — “*People who want to get rich fall into temptation and a trap and into many foolish and harmful desires that plunge men into ruin and destruction. For the love of money is a root of all kinds of evil. Some people, eager for money, have wandered from the faith and pierced themselves with many griefs....Command those who are rich in this present world not to be arrogant nor to put their hope in wealth, which is so uncertain, but to put their hope in God, who richly provides us with everything for our enjoyment. Command them to do good, to be rich in good deeds, and to be generous and willing to share.* In this way they will lay up treasure for themselves as a firm foundation for the coming age, so that they may take hold of the life that is truly life.” [emphasis added]
- **Malachi 3:10** — “ ‘Bring the whole tithe into the storehouse, that there may be food in my house. Test me in this,’ says the Lord Almighty, ‘and see if I will not throw open the floodgates of heaven and pour out so much blessing that you will not have room enough for it.’ ”

## God Prospers Me To Raise Not My Standard Of Living, But My Standard Of Giving

- **2 Corinthians 9:10-13** — “Now he who supplies seed to the sower and bread for food will also supply and increase your store of seed and will enlarge the harvest of your righteousness. *You will be made rich in every way so that you can be generous on every occasion*, and through us your generosity will result in thanksgiving to God. This service that you perform is not only supplying the needs of God’s people but is also overflowing in many expressions of thanks to God. Because of the service by which you have proved yourselves, men will praise God for the obedience that accompanies your confession of the gospel of Christ, and for your generosity in sharing with them and with everyone else.”
- **James 2:14-17** — “What good is it, my brothers, if a man claims to have faith but has no deeds? Can such faith save Him? Suppose a brother or sister is without clothes and daily food. If one of you says to Him, ‘Go, I wish you well; keep warm and well fed,’ but does nothing about his physical needs, what good is it? In the same way, faith by itself, if it is not accompanied by action, is dead.”
- **1 John 3:16-18** — “This is how we know what love is: Jesus Christ laid down his life for us. And we ought to lay down our lives for our brothers. If anyone has material possessions and sees his brother in need but has no pity on Him, how can the love of God be in Him? Dear children, let us not love with words or tongue but with actions and in truth.”