

## Strengthening Your Campaign Readiness

As a leader, you know that one of the keys to making good decisions is having good information. In funding your mission, nowhere is this more evident than in the decision to move forward with a capital campaign. Stepping into a campaign hastily can bring more harm than good. To strengthen your campaign readiness, our **Information/Feasibility Study** helps you:

- ◆ **answer critical questions** regarding funding goals, priorities, and sources;
- ◆ **build ownership of the ministry vision** among key donor groups; and
- ◆ **determine how best to communicate** to your varied constituents the “vision/campaign connection.”

### Testing the Four Essential Campaign Elements

In designing your study, we will focus on testing and strengthening the four essential elements in a capital campaign:

- ◆ **The Case for Support**
- ◆ **Prospects**
- ◆ **Leadership and Volunteers**
- ◆ **The Plan for Action**

Each organization has a unique set of needs, priorities, and ways of operating that distinguishes it from others. **We will custom design your study to address your unique setting and challenges.**

***Step forward into your next funding effort with faith, confidence, and strength of resources. Step forward with CFS.***

***Call LCEF at 1-800-843-5233 to speak with a CFS consultant today!***



Our studies typically include focused discussion groups, personal interviews, and surveys.

All data is collated, analyzed, summarized and reported with our observations, and recommendations. We pride ourselves on providing an **objective, confidential analysis** of your readiness.

- ◆ We recommend moving forward only if the results of the study suggest campaign readiness.
- ◆ We do more than uncover barriers—we identify solutions that strengthen unity and lead to success.

### Keeping Christ at the Core

As an LCMS organization, you have Christ at the “heart and soul” of your ministry. As your LCMS partner, we too have Christ at our core.

With a focus on ministry, we grow your funding potential by strengthening the “faith connection” your constituents have with your mission.

Growing ministries by growing stewards. Growing stewards by building on faith. That’s the difference Capital Funding Services (CFS) makes. ■



**Capital Funding Services**  
*Where Faith Builds!*