

Catholic Diocese of Columbus
OFFICE OF DEVELOPMENT AND PLANNING
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CAPITAL CAMPAIGN PHASES

Based on the USCCB publication, *Stewardship; A Disciple's Response*, various elements of the capital campaign phases have been suggested and combined with the Office of Development and Planning process. As stated in the publication, "A capital campaign is a carefully planned, well-organized, needs-based program to raise a substantial amount of money within a specific time frame."

The campaign is designed to:

1. Reach out to every Catholic household in the parish.
2. Encourage sacrificial giving in the form of a pledge that is payable over a suggested amount of time.
3. Encourage maximum participation of parishioners.
4. Educate families on aspects of stewardship through a community building experience.

Phase I

PREPARATION

- Receive the Bishop's blessing to proceed forward
- Coordinate any efforts with the Diocesan Buildings Office
- Gather detailed information to create and form a case statement
- Choose campaign leaders and define responsibilities
- Create and organize a plan (calendar/timeline)
- Pledge Redemption phase I

Phase II

COMMUNICATION/OUTREACH

- Personal contact and training with key leadership of the parish
- Personal contact with key membership of the parish
- Personal contact with all members of the parish
- Campaign materials and resources
- Pledge Redemption phase II

Phase III

FOLLOW-UP A

- Follow up contact with all the first contacts in Phase II
- Pledge Redemption phase III

FOLLOW-UP B

- New Families
- Follow up contact with all the second contacts in Phase III
- Campaign communication
- Campaign Anniversary/Celebration
- Pledge Redemption phase IV