

**Should the Pastor and church lead their own campaign?**

Pastors and church leaders often debate the issue about leading their own Capital Fund Campaign. The questions range from saving money to preventing the harming of church members (bruising the fruit). It is not hard to look around and see many Pastors of large churches conducting their own campaign and some even offering “do it yourself” seminars. The temptation is there and the battle of the decision taxes the mind. Poor experiences with Commercial Capital Fund companies also play into the equation.

Ekklesia Essentials has a deep understanding of the issues and factors being considered. As Pastors and Ministers we have been there. We find that the results of Pastor led campaigns tell the real story.

First, the actual monies raised versus pledged are normally far less than what is possible. Pledges may be high on the front end but actual dollars in the bank are lower.

Second, many Pastors are labeled as "preachers who only want money" when they lead the campaign themselves. This is simple - they are the main spokesman and leader in the church. This labeling can hurt future ministry and cost the church new families who may be visiting the church during the campaign period.

Third, statistics show that many who lead their own campaigns do not stay in their current ministries long after the campaign.

Fourth, Ekklesia Essentials understands the need to protect the church budget during the Capital Fund Ministry. Our approach extensively addresses this issue through our teaching and training times during the intensive phrase and continues the protection during the follow up period of the campaign. We lay a Biblical foundation that keeps this in the forefront of the hearts and minds of the people during the campaign. Through the training, banquet, and follow up, the Ekklesia approach emphasizes developing the principles of Biblical Stewardship to the entire church family.

Fifth, Ekklesia Essentials experience affords the church the advantage of knowing (how to do, what to say, and when to do it), the processes that need to be done in order to conduct a successful campaign ministry. We are able to lead your church in knowing what NOT to do, which is a common weakness in Pastor led approaches. We become partners with your church leadership. We help keep your campaign on track and maintain the Biblical principles throughout.

At Ekklesia Essentials, we conduct a Biblical approach to Capital Fund Ministry, and our approach is designed to eliminate the often heard horror stories of typical campaigns.

We look forward to the opportunity to share with you the difference that many Pastors have already learned - Capital Fund Ministry when done right will produce more than money. It will result in revival, new leaders, increases in commitment by God's people and a pleasant experience accomplishing God's vision for your church by building a culture of giving.