

Benefits of Using a Consultant for a Capital Campaign

1. Brings professional expertise to bear upon a crucial parish project
2. Assists parish to avoid catastrophic, often irreversible mistakes
3. Provides one-on-one leadership coaching for the bishop, priest or executive officer
4. Accompanies priest and team members for major gift solicitations
5. Sets proper priorities
6. Forces deadlines and timetables
7. Possesses keen understanding of the highly complex and sophisticated major gift process
8. Receives a \$100,000 pledge when an untutored or inexperienced solicitor might receive \$10,000.
9. Sees challenges and opportunities
10. Applies professional nonprofit development theory and methodology according to the ecclesiology of the Orthodox Church
11. Can change the way things have always been done
12. Helps develop and edit campaign literature, correspondence, etc.

The Services of Stewardship Advocates

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Capital Campaigns
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“Well done good and faithful servant.”

The Capital Campaign



Stewardship Advocates

Helping Parishes to Fulfill Their Mission



Fr. Anthony Scott is a priest of 32 years' experience including 18 years of full-time national and international fund raising experience in the Orthodox milieu. He is professionally trained in all aspects of *nonprofit institutional development*, having completed over 30 courses of study. In the past six years he served 62 Orthodox institutions in all jurisdictions—Metropolises, Dioceses, Parishes, Seminaries, Missions, Schools, Organizations, Humanitarian Agencies, numerous SCOBA-sponsored Charities, Foundations, Trusts, etc.

He is the editor of Good and Faithful Servant: Stewardship in the Orthodox Church, published by SVS Press in 2003. He is the publisher of "Orthodox Philanthropy", an occasional newsletter on best practices of Orthodox parish development and fund raising.

Fr. Anthony holds a bachelor's degree in English Literature from the University of California at Berkeley and a Master of Divinity degree from St. Vladimir's Seminary where he also served as Chief Advancement Officer for 12 years. During that time he directed a \$22 million capital campaign. All told, Fr. Scott has raised \$70-\$80 million in the Church.

He is the author of numerous articles on stewardship, strategic planning, board development, annual giving, etc. The story of his pilgrimage into Orthodoxy was published by Light and Life Press in the book, Journeys to Orthodoxy, ed. Thomas Doulis.



The Capital Campaign

Though no person becomes a priest or bishop so as to function as a successful fund raiser, on a regular and recurring basis, however, priests and bishops are expected to lead in this activity. Yet they receive no training in how to do this. Capital campaigns are difficult challenging processes. They give wonderful opportunities to *spiritually develop* the community. They also bring frightening possibilities for division, acrimony, misunderstandings, hurt feelings and for parish regression should the campaign fail. They inject into the life of the priest and the parish a sustained element of stress.

The Service

- 1) A very important assumption of this service is that the parish, working with a consultant, has completed a Capital Campaign Planning Study. This is critical.
- 2) Typically, the service is offered over a 6-10 month period, depending upon the complexity, size and difficulty of the project. (They are all difficult!) The fund raising plan is based upon the information gathered in the Campaign Planning Study.
- 3) The consultant comes to the parish for 2-4 days once or twice a month. The first few visits are concerned with basic organization—recruiting the fund raising team, writing the case statement, preparing the campaign notebook for each member of the Capital Campaign Committee, meeting with those responsible for the public relations component of the Campaign and identifying and qualifying major gift prospects. The consultant also works with the information management personnel of the parish to ensure accurate handling of commitments, gifts, acknowledgments, etc. At this time the training of the Capital Campaign Committee is also initiated.
- 4) Phase II is the nuclear fund or quiet phase of the cam-

aign. Here, senior leadership quietly visits with those deemed capable of major gifts. It is when these are received that the project acquires the essential qualities of credibility, attainability, optimism and momentum. It is after a critical mass of dollars have been pledged that the campaign may transition into the public phase.

- 5) The public phase is characterized by organizational and community-wide fund raising events, activities and mailings. Major gift work continues in the background.
- 6) Lastly, comes the conservation phase. This means exercising good stewardship of commitments that have been received, information management, regular communications with the community concerning progress on the project, timely mailings of statements, gentle persuasion with those tardy in fulfilling their pledges, etc.

Frequently Asked Questions

Q: What is the cost of the service?

A: Fund raising consultants universally condemn as unethical the practice of compensation as a percent of what is raised. The service is offered at a flat rate, plus expenses, based upon the amount of time estimated by the consultant that will be required to ensure the highest probability of success. Expenses typically include, air travel, accommodations, car rental, meals, printing, etc.

Q: How do we convince decision makers in the community that this is necessary?

A: Invite Fr. Anthony to present the service to the leadership of the parish or to the entire parish. There is no fee or cost for the visit. Fr. Anthony introduces himself, makes a brief PowerPoint presentation, provides referrals if requested and answers questions. It is respectfully requested that the meeting has a single purpose agenda.