

Achieving Your Church's Goal

1. Aim High – Set an ambitious goal- Aim for the challenge or ultimate goal range!
Aim higher than the minimum level you think you can achieve. A challenging goal motivates people to stretch in their giving. Consider using the upper range of suggested goals as the “basic” and “challenge” goals for your campaign.
2. Organize the Committee to Plan and Implement the Campaign in your church
Good planning pays off. This is not just about raising money. Fundraising is a process by which faithful people discern God's plan for their church, clarify their goals, and practice their faith in ways that inspire others to faithful discipleship.
3. Demonstrate leadership, commitment, and credibility
You cannot expect others to do what you already haven't done yourself. As you recruit your *Now for the Future Campaign* committee, ask each person to demonstrate credibility by giving generously and asking others to join you in giving generously.
4. Ask your Church leaders to make a personal commitment to the campaign.
Church members will not give more generously than their leaders. Go to your Church Council and other key leadership groups, or hold a cultivation event for your leaders. Tell them about the benefits of the *Now for the Future Campaign* for your church. Ask them to join you in making gifts that will inspire others to raise their sights.
5. Identify major giving prospects and find ways to build their ownership in the *Now for the Future Campaign*: involve them in the planning process; ask them to host cultivation events, and to help with soliciting other major gift prospects.
6. Have a special event during Sunday Worship to kick off the broad-based phase of the campaign. Inspire the congregation by announcing the leadership and major gift commitments already made. Ask all of the members to join you in committing to a reaching challenging campaign goal that will cause your congregation to grow in faith in God's providing.

A Goal Is a Worthy Target you aspire toward. In Striving to Attain It, You Grow in Your Abilities, You Inspire Others in What They Can Do and You Grow In Your Faith In God's Generous Providing.