



**SMALL CHURCH – YOU’VE GOT MANY ADVANTAGES FOR CAPITAL CAMPAIGN SUCCESS!**

If your congregation is less than 300 and needs to raise capital funds, we have good news! As a smaller church, you have many distinct advantages over larger churches.

How do we know? At CGS, 75% of our clients are smaller churches. Here are just some of the advantages that you can leverage for success. We'd love to show you how!

CAMPAIGN ESSENTIALS FOR SUCCESS	WHY IT MATTERS	THE LARGE CHURCH CHALLENGE	THE SMALL CHURCH ADVANTAGE
<b>AWARENESS OF THE NEED</b>	People sacrifice in proportion to their direct connection to the ministry need.	A significantly lower % of attendees are engaged in ministry and as a result have no direct contact with the need.	A substantially higher % of the congregation is involved in service and better understands the ministry need.
<b>COMMUNICATION</b>	Commitment is a function of clearly communicating the vision.	Connecting people to the vision is far more difficult with a less engaged, more diverse, larger congregation.	Congregations function like families. Sharing the dream is personal and reaches a large % of the congregation.
<b>PERSONAL RELATIONSHIPS</b>	Giving is greatly influenced by personal relationships...”the vision of a campaign is caught more than taught”	Large size logistics make it hard to connect via personal relationships.	Close personal relationships are already in place and can be leveraged for success.
<b>OWNERSHIP, BUY-IN</b>	Strong ownership of the vision promotes deep sacrifice for the need.	A large % of church families only attend on Sunday, aren’t engaged in the church family and are more apt to be “spectators”.	A large % of the congregation is already involved in ministry and see themselves as “players”.
<b>STRUCTURE</b>	Involvement on a campaign team creates ownership.	Prevalent structure suggests the campaign implementation will be “staff driven”.	Can’t rely on paid staff and have stronger lay-leadership. This translates into greater buy-in for the campaign.

Contact us to learn more about how your small church can achieve big success in your next capital campaign.

1-800-234-9853 [www.churchgrowthservices.com](http://www.churchgrowthservices.com)

