

goals. Appropriate goals are both achievable and challenging. Striking that delicate balance requires skill and experience.

Conducting a feasibility study enables NexStep to establish financial goals that are based in reality, creating the context for achievable and yet challenging goals.



Training and Coaching

Once your customized campaign plan has been established, NexStep will create position descriptions for all Steering Committee members. These position descriptions help insure effectiveness by clearly defining each role and are helpful as recruiting tools.

Your NexStep team member will coach you on key program elements including campaign name, event planning, promotion, media production, conducting focus groups and major gift contacts. Your coach will meet with your Steering Committee for extensive training.

Helpful materials are prepared. A week-by-week calendar of tasks, deadlines and events keeps committee members on task and on time. A budget template is provided to assist

you in wise campaign expense planning and control. Sample fund drive publicity and promotional material samples are made available.

Outcomes

What can you reasonably expect as a result of a successful capital campaign?

- Your church's new vision is funded or existing debt is reduced or eliminated paving the way for another new initiative
- The congregation grows in the understanding of biblical stewardship
- Individuals and families learn by experience, the discipline and joy of giving
- Operational budget usually grows during the fund drive duration
- A successful campaign now lays the foundation for future financial expansion



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God is Able
A Ministry
Expansion
Program



NexStep
Executive Coaching
Organizational Development



Seize the Day!

All churches find themselves at strategic crossroads from time to time. It's decision time. It's time to act.

A new, compelling vision beckons. There is a sense that God is calling the church to something new, something more, something greater. The new vision may require expanded ministries; additional staff; new mission initiatives; debt reduction or new, remodeled or expanded facilities.



NexStep's *God Is Able* program exists to help churches at this exciting crossroad. *God Is Able* is a biblically based stewardship education program that helps the congregation share a common vision and become a united force.

Vision usually exceeds financial resources. "Easy" income from loyal members shrinks as the Builder Generation dwindles. NexStep's consultants can assist you in effectively communicating your vision to donors of all ages. See your financial resources grow to match your vision.

NexStep helps you generate new income by:

- Broadening Your Donor Base – Tapping into your reservoir of non-givers
- Growing People as Stewards – Developing a system that increases financial and volunteer participation

Stewardship Services

NexStep's stewardship services include:

- Feasibility Studies
- Establishing of Appropriate Financial Goals
- Designing Campaign Architecture
- Training and Coaching of Campaign Leaders
- Follow-up coaching

Campaign Architecture

"One size fits all" products seldom do—fit that is. And capital campaigns are not the exception to that rule. Churches have unique histories and distinct "personalities." What works in one church may not in another. Successful capital campaigns are tailored to each specific situation.



It is also true that all successful capital campaigns have common components. Therefore nearly all fund drives will employ similar strategies, events and materials.

Often the key to a highly successful campaign is recognizing a church's uniqueness and changing strategies, events and materials to fit their culture and circumstances.



NexStep consultants accomplish this by a process called "mass customization." "Mass" in the sense that the campaign plan will have elements common to most fund drives. "Customized" in the sense that creative adaptations and additions are made to accommodate each church's uniqueness.

Financial Goals

Neither needs nor dreams constitute appropriate financial goals. Most church leaders expect the campaign goal will be the amount they need to fund their new vision. A church's fund raising capabilities may be far less or far more than the price tag of their current project. One of the most important functions NexStep will fulfill is that of assisting you in establishing appropriate financial