



**DESIGN GROUP**  
International™

## **CAPITAL CAMPAIGNS FREQUENTLY ASKED QUESTIONS**

### **Why should any church use a consultant when conducting a capital campaign?**

Capital campaigns require heightened energy, focus, volunteerism, planning, and funding. Expert consultation is a way of bringing the necessary leadership required for this temporary surge of activity.

Capital campaigns also follow a specific and detailed process. A consultant makes sure that the process is designed to achieve optimum results. This process needs to be followed if the campaign is going to achieve its goals. In most cases, the consultant's guidance drives the campaign toward success.

### **How are the services of Design Group International™ different than most capital campaign companies?**

Most firms offer a set product with minimal ability to customize their consulting services. Design Group International™ is process-driven with customized service. Our firm begins by helping faithful people live generous lives. Funding for ministry grows out of this initiative. Three additional attributes distinguish Design Group International™ from its peers:

- 1) Every campaign is customized to fit with the specific congregational culture. If a congregation prefers a proprietary method or a recombination of modules, Design Group International™ would not serve them well. Design Group International™ helps the congregation design their process so the campaign is unique to their community.
- 2) Design Group International™ services extend beyond the campaign, not just during the excitement of the commitment period.

3) Customization means Design Group International™ can adapt and troubleshoot as a campaign progresses. Unforeseen circumstances do arise. The breadth of Design Group International™ experts assures additional assistance, as necessary. Examples of additional expertise include campaign readiness, congregational facilitation, congregational systems, and facility master planning. The result of this network of experts enables Design Group International™ to assist congregations whose previous campaigns did not achieve the desired goals.

**With some consulting groups you meet the salesperson, but a different person actually conducts the campaign. Is this the case with Design Group International™?**

No. A congregation is served by the same consultant from the initial inquiry to the conclusion of the campaign. If additional expertise is required based on the specific nature of the campaign, the consultant will draw upon the network of Design Group International™.

**Why does Design Group International™ cost more than some firms and significantly less than others?**

Less expensive capital campaign services are usually subsidized or are offered as a loss-leader. Subsidy is often provided by a denomination or by private income from the service provider. Capital campaign services may be a value-added component of a larger bundle of services. The cost of the capital campaign is rolled into the cost of these bundled services. This approach is often used by architectural, contracting, and financial service agencies. The value-added capital campaign service is provided only if you are purchasing additional products or services.

More costly services usually have fixed expenses associated with marketing, overhead, and sales. Design Group International™ is a network of experts who offer their services much as artisans offer their craft. Lower overhead costs allow Design Group International™ to pass on savings to our clients.

**What should we know that we might not think to ask?**

The consultant seeks to understand the history and context of each congregation's ministry, to pray for the congregation's vitality, and to strengthen the church's resolve to be faithful. We are particularly concerned that denominational relations are strengthened and operational funding is sustained. We spread our payments across the course of the campaign to provide flexibility for the church and accountability for the consultant.

# CAPITAL CAMPAIGN SERVICES

## COMPARISON TABLE

*Complete the table to compare attributes of various firms and determine which firm best suits the needs of your congregation.*

	<b>DESIGN GROUP International™</b>	Firm B	Firm C	Firm D
Customized, proprietary or modular	<b>Customized</b>			
Recognized industry leadership	√			
Bundled or separate services	<b>Separate</b>			
Campaign fees	<b>Normally, \$20-40K All costs included.</b>			
Payment in installments	<b>Available</b>			
Process design	√			
Feasibility studies	√			
Facility master planning	√			
Stewardship education	√			
Campaign follow-up included in price	√			