



So You Need To Raise Big Money?

13 Steps to Conducting a Successful Capital Campaign



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- Running a successful capital campaign is an **ART** and a **SCIENCE** as well as a **SPIRITUAL JOURNEY**. Ignoring any of these three dimensions will seriously hinder your project.
- Many Christian schools have the *spiritual dimension* and perhaps even the *art* in the form of gifted staff and volunteers. However, without the *science*, the step-by-step discipline of seeing a campaign through, a campaign can falter.
- These steps were distilled from Wheaton Academy's experience working with the *Timothy Group* of Grand Rapids along with the feedback of *Van Lunen consultants Bill Hausman and Alan Zacharias*, as well as the experience and feedback of several Van Lunen fellows.
- Wheaton Academy is presently 75% of the way through its \$12.8M campaign launched last October. These steps have proven invaluable in not only launching the campaign but in sustaining it as well. In cases where we have lacked in-house expertise, we have not hesitated to call on gifted consultants.
- Proverbs 15:22 says, **"Without counsel plans fail, but with many advisers they succeed."** It is certainly true that a good capital campaign will tax the creativity and energy of any Christian school staff and more often than not will require the expertise of outside staff.
- It is hoped that the checklist that has been built and tested as part of this project can help other Christian schools conduct a successful capital campaign.

