

STRENGTHEN AND GROW YOUR MINISTRY

LCEF MINISTRY MOMENTS VIDEO SERIES

Campaigns #2 – When To Do Them?

Rev. Tom Eggebrecht
LCEF Vice President Ministry Solutions

Any time a congregation does something within a certain time that contains a clear and concise message and includes some type of commitment, it is a campaign. This can be a stewardship campaign, a renovation campaign, or a ministry expansion campaign.

How to choose the best time to conduct a campaign?

1. Time of year

- Most people take vacations during the summer and thus are not always present and engaged in their congregation.
- During the holidays and holy times of year, the focus ought to be on holy things.
- The two best times of the year are the fall and right after the first of the year.

2. Life cycles

- Watch for the times when members need some kind of impetus for reengagement.
- A new campaign can energize people if it has been a while since the congregation did a big project.
- This can draw in members who are less engaged or even those who are not yet members of your congregation.