

# Expand your team with capital campaign experts.

## Let us do the heavy lifting.

Too many capital campaigns underperform because they lack a clear vision, strategy and plan. Or, the team tasked with planning and executing the campaign may not have the expertise or wherewithal to stick with it from beginning to end. After all, it takes a lot of asks – and a lot of rejections – to get to the “Yeses” you need for this kind of major expansion of your mission. We can help.

## Our experts. Your team.

ACST, in partnership with Non-Profit DNA, offers an extensive and comprehensive consulting service to help make your upcoming capital campaign a success. With ACST, you’ll have access to data-driven insights combined with proven campaign methods and highly skilled, knowledgeable fundraising experts who will help with your campaign – every step of the way.

It’s like adding a full-service team of fundraising experts to your staff.

## Decades of expertise at your side. Every stage. Every step.

Our team will be there to help with every stage of your campaign. Here are just a few things you can expect when you partner with ACST.



### Planning Stage

- Complete your feasibility study.
- Assemble your team.
- Set your goals, deadlines and budgets.



### Quiet Stage

- Identify your potential top donors.
- Secure major gifts.
- Raise at least 60% of your campaign goal.



### Kick-off

- Launch your campaign to the general public.
- Generate community awareness and support.



### Public Stage

- Solicit mid-level and smaller gifts.
- Continue marketing and promoting the campaign.

# Don't take any chances.

Think your capital campaign is foolproof? Here are 6 reasons capital campaigns fail or stall out:

- 1 The vision is not well articulated.** .....  
You need to clearly connect your vision for the project to the shared mission.
- 2 The feasibility study is undervalued, or not performed.** .....  
You may not know your donors like you think you do.
- 3 The financial case isn't compelling enough.** .....  
Your donors have competition for their charitable-giving dollars, so make it stand out.
- 4 Planning is haphazard.** .....  
It's hard for your team to achieve goals and milestones if they don't know what those are.
- 5 Phases are skipped to speed up the effort.** .....  
Every phase, including the quiet phase, serves an important role and should not be cut.
- 6 Expertise is not readily available.** .....  
A capital campaign is a long-term play. You need access to expertise for the long haul.

ACST can help you avoid these pitfalls and ensure your campaign stays on track and reaches its fundraising goal. We plan to be there to celebrate your success stage, too.

## Ready to find out more?

Request a consultation today!  
[acst.com/capital-campaigns](http://acst.com/capital-campaigns)  
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We're honored to partner with Non-Profit DNA to bring these offerings to all churches.



NON PROFIT DNA + **ACSTechnologies.** = helping churches more