



2026 OPL MONTHLY WEBINAR SERIES

Expanding the Living Parish

Discerning, Leading, and Embracing



**Beyond Stewardship:
Fundraising for Special Parish Initiatives and Capital Campaigns**

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Welcome!



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**Greek Orthodox Archdiocese,
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Question

Type your answer in the chat box



Where is your parish?

1. Campaign is not on the radar
2. Anticipating/planning a campaign
3. Actively in the midst of a campaign
4. Doing a post-mortem of a recent campaign

How our giving aligns . . .



Annual Stewardship

First fruits from our gifts of income



Major Gifts

Time-sensitive offering to address specific needs



Planned Giving

One time offering of the first fruits of our wealth or gain



Endowment

Provides for the long-term security of the parish while giving back to the community

Annual Budget

Supports the operations of the parish

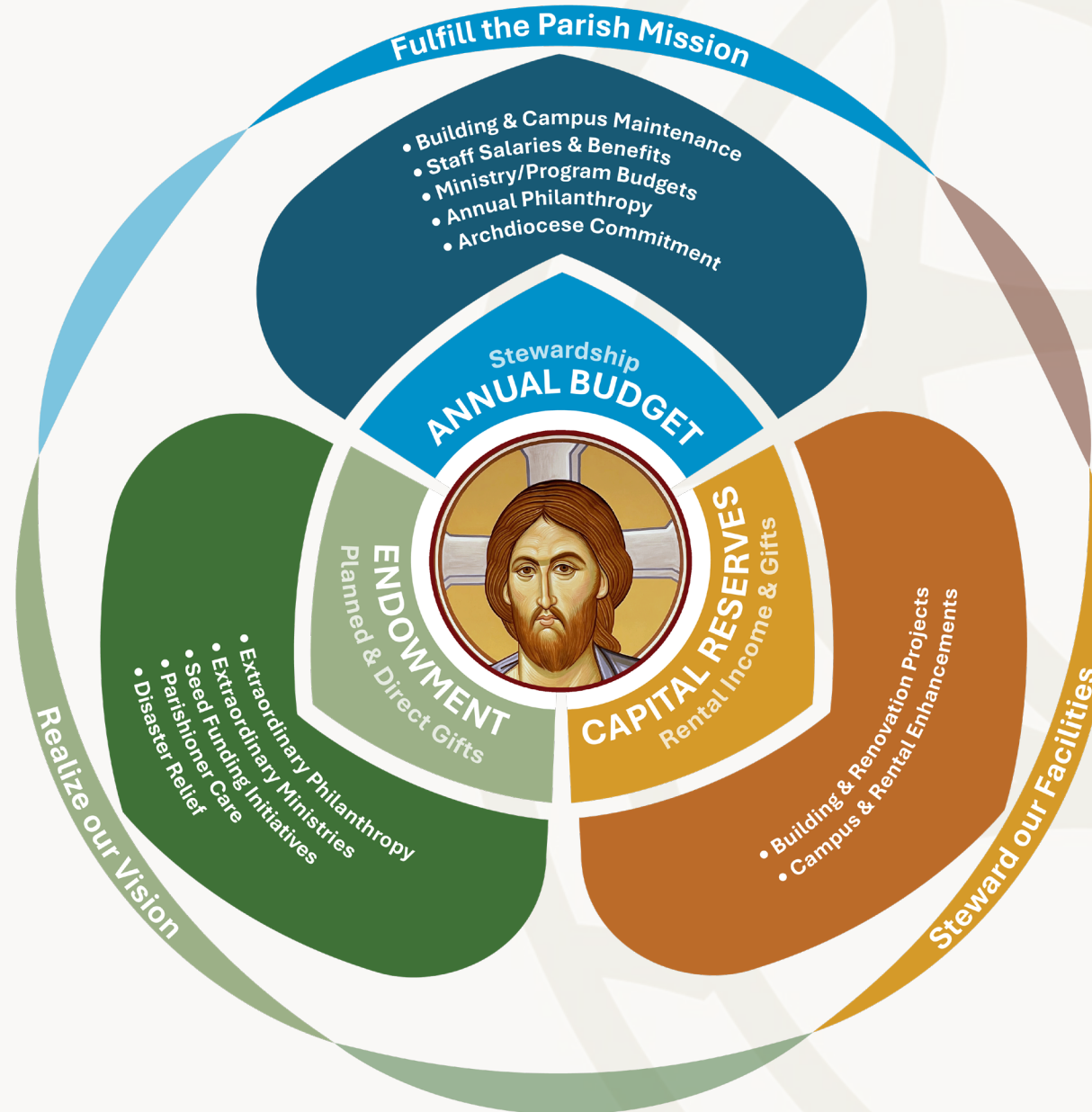
Special Initiatives/Campaigns

One-time gifts that do not affect annual budget

Together, we fulfill our call as Orthodox Christian Stewards

Three Channel

Funding Sources Model



**PARISH
PLANNED GIVING**

An Offering of the



GREEK ORTHODOX
ARCHDIOCESE OF AMERICA



Annual Stewardship

Funding your annual operating budget



Planned Giving

Long-term financial sustainability

“Special Initiative” & “Capital Campaign” Fundraising



Annual Stewardship

Funding your annual operating budget



Major Gifts

*Time-sensitive offering
to address specific needs*



Planned Giving

Long-term financial sustainability

“Special Initiative” & “Capital Campaign” Fundraising



1. Renovations
 - *Renovations or upgrades to existing facilities*
2. New Construction
 - *Building a new church or parish facility from ground up*
3. Iconography
 - *Adding or replacing iconography or Liturgical items*
4. Unforeseen or emergency needs
 - *Leaking dome/roof, blown boiler, vandalism, etc.*
5. Debt Reduction
 - *Retiring a mortgage, paying off line of credit, etc.*

Question

Type your answer in the chat box

What special initiative does your parish most need to raise funds for?



1. Renovations
2. New construction
3. Iconography
4. Unforeseen emergency
5. Debt

“Special Initiative” vs. “Capital Campaign” Fundraising



Special Initiative	Capital Campaign
Ad-hoc or need driven	Part of a broader strategic vision
Short-term project	Could take multiple years
Small # of donors	Could take entire parish/external funding

Always a “Special Initiative” and not a “Capital Campaign”



- Debt
- Unforeseen/Emergency

Key Aspects for a Capital Campaign

1. **Built on a Strategic Plan:** Any campaign must connect directly to a vibrant, long-term parish vision.
2. **Separate from Annual Giving/Stewardship:** These types of campaigns require different timelines, a focus on (truly) larger gifts, and leadership that extends beyond daily ministries.
3. **Clergy and Council Support:** Clergy and Council must be fully invested, supportive, participative and understanding of their complementary roles.
4. **Readiness Planning/Analysis:** Talking with key parishioners and other stakeholders to set realistic expectations.
5. **A Compelling Case for Support:** It is necessary to develop a clear, inspiring narrative, with accompanying media materials, that explains the transformational impact of the project on the parish.
And it's never about bricks and mortar...or iconography!
6. **Quiet Phase Fundraising:** Early focus on lead donors to raise between 50% 75% of total goal.
7. **Expert Leadership/Outside Counsel:** A campaign chair with fundraising experience or outside counsel is proven to make campaigns more successful.

Outside Counsel

Key Considerations

Size & Scope

- Over \$2M
- Leadership Capacity

Candor & Capacity

- Study Value
- Accurate Goals

Drive & Direction

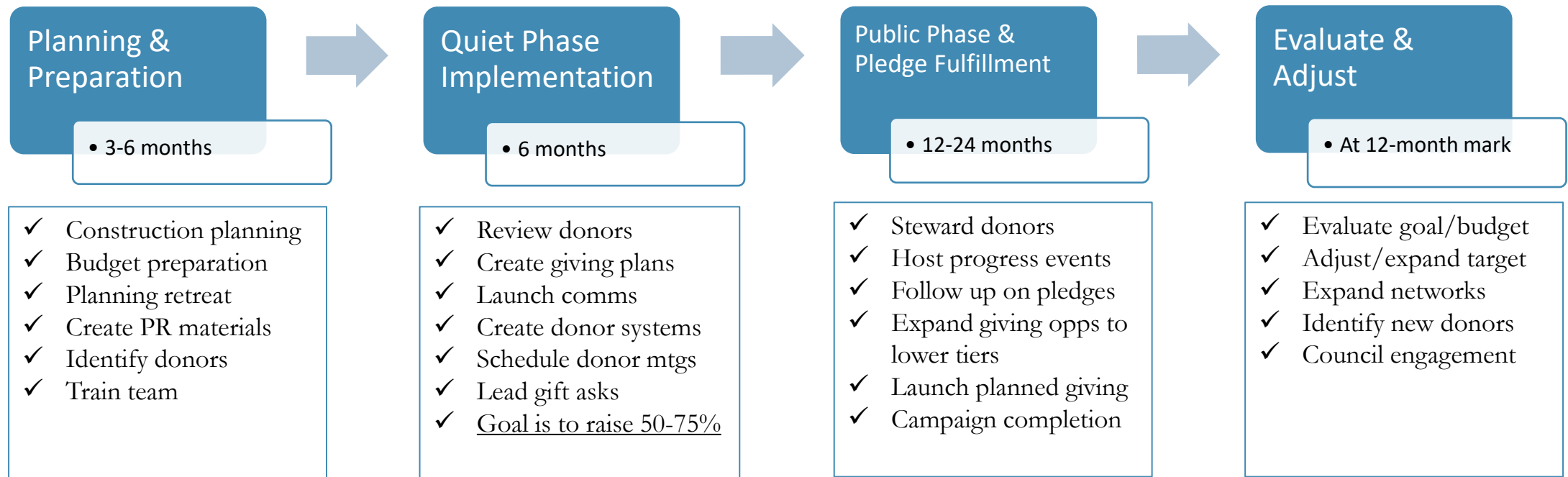
- Campaign Cadence
- Coaching

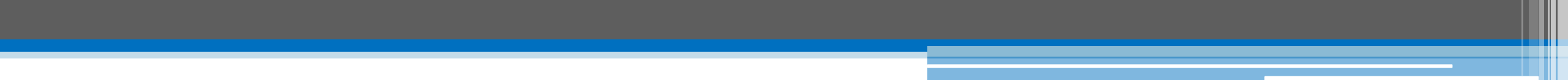
Impact & Sustainability

- Healthy Relationships
- Enduring Impact

Give a man a fish . . .

Typical Capital Campaign Timeline:





Questions?

Appendix: Campaign Readiness - Pillars

Shortening the timeline and positioning for success

- **Plan** (3 – 12 months)
 - ✓ **Strategy: stay/renovate, move/build**
 - ✓ **Architectural drawings, building specs, mechanical and engineering**
 - ✓ **General Assembly approvals**
- **Budget** (1 – 2 months)
 - ✓ **Construction + ministries + endowment = Total Campaign Goal**
 - ✓ **“One Budget, One Campaign”**
- **Finance** (1 month – unto ages and ages)
 - ✓ **Construction loan, line of credit, mortgage (if only renovations)**
 - ✓ **Requires healthy balance sheet, current annual financial statements**

If you do not yet have all these items in-hand, you are not ready for a capital campaign!

Appendix: Campaign Readiness - Systems

- Communications platform
 - Dedicated email account
 - MailChimp, etc.
 - Bulletin, website, etc.
- Parish database
 - Realm, One Church, etc.
 - Online donation capabilities
- Stock-receiving bank account

Appendix: Outside Counsel

- Hiring a professional capital campaign consultant significantly yields better success and higher fundraising totals for parishes and most nonprofits.
- Rule of thumb is outside help is necessary for \$2m+ campaigns. Smaller campaigns will still benefit from a short term engagement to work on planning and preparation.
- Has to be the right counsel that understands the characteristics of the parish.
- A consultant will not connect you to the rich and famous Orthodox in America, nor will they bring you a monetary windfall. Rather they radically improve your results by optimizing the resources, relationships, and leadership you already have.
- A consultant acts as a neutral third party during early fundraising, the "quiet phase". High-net-worth donors will share honest feedback, giving behaviors, and criticisms with an outside researcher that they would mostly never tell council members or clergy.
- Capital campaigns fail most often because parishioners are almost always volunteers and get bogged down by daily life. Consultants serve as project managers who keep timelines, milestones, and meeting structures so that the campaign is continuously moving forward.