

Our stewardship of time and money is not about budgets, fund drives or campaigns. Our serving and giving are indications of our gratitude for God's grace in our lives.

### TRAINING AND COACHING

Once your customized campaign plan has been established, NexStep will create position descriptions for all Steering Committee members. These position descriptions help ensure effectiveness by clearly defining each role and are helpful as recruiting tools.

Your NexStep team member will coach you on key program elements including campaign name, event planning, promotion, media production, conducting focus groups and major gift contacts.

Your coach will meet with your Steering Committee for extensive training.

You are coached in producing helpful materials. A week-by-week calendar of tasks, deadlines and events keeps committee members on task and on time.

A budget template is provided to assist you in wise campaign expense planning and control.

Sample fund drive publicity and promotional material samples are made available.

**NexStep**  
Executive Coaching  
Organizational Development

**GET STARTED TODAY!**

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God is Able

A Ministry Expansion Program

**PARTNERING WITH TODAY'S LEADERS  
FOR TOMORROW'S SUCCESS**



# Seize the Day!

## WHEN VISION EXCEEDS RESOURCES

All ministries find themselves at strategic crossroads from time to time. It's decision time. It's time to act. A new, compelling vision beckons. There is a sense that God is calling you to something new, something more, something greater. The new vision may require expanded ministries; additional staff; new mission initiatives; debt reduction or new, remodeled or expanded facilities.

NexStep's *God Is Able* program exists to help ministries at this exciting crossroad. *God Is Able* is a biblically based stewardship education program that helps your constituents share a common vision and become a united force.

Vision usually exceeds financial resources. "Easy" income from loyal constituents shrinks as the Builder Generation dwindles. NexStep's consultants can assist you in effectively communicating your vision to donors of all ages. See your financial resources grow to match your vision.

NexStep helps you generate new income by:

- Broadening Your Donor Base – Tapping into your reservoir of non-givers.
- Growing People as Stewards – Developing a system that increases financial and volunteer participation.

## STEWARDSHIP SERVICES

NexStep's stewardship services include:

- Feasibility Studies
- Establishing Appropriate Financial Goals
- Designing Campaign Architecture
- Training and Coaching Campaign Leaders
- Follow-up Coaching

## CAMPAIGN ARCHITECTURE

"One size fits all" products seldom do – fit that is. Capital campaigns are not the exception to that rule. Ministries have unique histories and distinct "personalities." What works for one ministry may not for another. Successful capital campaigns are tailored to each specific situation.

Successful capital campaigns have common components. Therefore nearly all fund drives employ similar strategies, events and materials. Often the key to a highly successful campaign is recognizing a ministry's uniqueness and changing strategies, events and materials to fit their culture and circumstances.

NexStep consultants accomplish this by a process called "mass customization." "Mass" in the sense that the campaign plan will have elements common to most fund drives, yet customized according to need.

"Do not store up for yourselves treasures on earth, where moth and rust destroy, and where thieves break in and steal. But store up for yourselves treasure in heaven, where moth and rust do not destroy, and where thieves do not break in and steal."

– Matthew 6:19-20

## OUTCOMES

What can you reasonably expect as a result of a successful capital campaign?

- Your ministry's new vision is funded or existing debt is reduced or eliminated paving the way for another new initiative.
- Your constituents grow in their understanding of Biblical stewardship.
- Individuals and families learn, by experience, the discipline and joy of giving.
- A successful campaign today lays the foundation for future financial expansion.

"I greatly appreciate the coaching and guidance you gave us as we went through this great time of ministry. It is obvious to me that God used you to help us do what He wanted at Camp Cowen."

– Rob Ely, Director of Discipleship, Camping and Youth West Virginia Baptist Convention