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# How to Measure the Success of a Campaign

## The Big Idea

Most people define success by one question: “Did we hit the financial goal?”  
But that’s only part of the picture. A truly successful campaign grows both the **heart and the health of your church**.

Campaigns are both **spiritual and strategic**—and you can measure both.

## The Four Measures of Campaign Success

### 1. Spiritual Engagement

How is God shaping your people through the process?

- Are people praying more?
- Are they trusting God with new levels of faith?
- Are conversations around generosity and discipleship increasing in frequency and openness?
- Are you seeing spiritual momentum, unity, and renewed vision?

Spiritual transformation is one of the greatest indicators of long-term impact.

### 2. Participation

How many people engaged—not just financially, but relationally and spiritually?

- Percentage of households who pledged
- Number of people giving, serving, volunteering, and praying
- Attendance and engagement at campaign gatherings
- Stories of families and leaders stepping out in faith

**Healthy campaigns see 70–90% participation** when the vision is clear.





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### 3. Financial Impact

The financial results matter—but they aren't the only measure.

- Did you meet or exceed the goal? (Typical goal: **1.5–3× annual giving**)
- Are pledges being fulfilled?
- Is momentum continuing after Commitment Sunday?
- Has regular giving stabilized, increased, or diversified?

Financial impact fuels ministry, but it is not the sole definition of success.

### 4. Ministry Outcomes

How did the campaign accelerate your mission?

- New or improved facilities
- Freedom from debt
- Expanded outreach or new ministry opportunities
- Growth in attendance, salvations, baptisms
- Testimonies, life-change stories, and community impact

This is where the dollars turn into disciple-making.

### Set Clear Measurement Criteria Before Launch

Define what success looks like from day one—both spiritually and strategically.

Key metrics to establish:

- Participation percentage
- Pledge fulfillment percentage
- Project milestones
- Engagement indicators (survey feedback, stories submitted, volunteer involvement)

Use **testimonies, surveys, and giving reports** to evaluate both the heart and the health of your faith family.

### The Practical Takeaway

Don't only celebrate the total dollars raised—celebrate what God did in your church as well as **through** your church.

When you measure **stories as well as statistics**, you will see that a campaign doesn't just change finances...

**It changes the future of your church.**

