



INJOY
Stewardship Solutions™

Why Should a Church Pay for Professional Campaign Help?

1. Opening Insight: It Feels Strange... But It Works

Many pastors wonder whether it makes sense to spend money to raise money. The truth?

The right guidance doesn't cost you – it pays for itself many times over.

Professional support protects your church from avoidable mistakes, strengthens unity, and helps you lead your people through a healthy spiritual journey of generosity.

Churches who partner with proven professional guidance consistently raise **1.5 to 3 times their annual giving** – the data is clear.

2. The Real Benefit: Stewardship, Not Spending

A capital campaign consultant is not just a fundraising expert – they are a trusted guide in:

- Helping your church experience a **spiritual journey** of generosity
- Ensuring the campaign **strengthens, not strains** your congregation
- Maximizing participation at every step
- Minimizing costly missteps that most churches only discover in hindsight
- Bringing clarity, alignment, and unity to the process

Professional help multiplies results and protects the heart and health of your church.

3. What INJOY Does When Plans Change

A. Clarity

A **step-by-step roadmap** from early planning through gift fulfillment, so nothing is rushed and nothing is overlooked.

B. Coaching

Hands-on guidance for:

- Vision clarity
- How to communicate effectively
- How to adjust messaging for different audiences
- Leadership alignment and unity



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C. Tools

Proven, tested resources that save hours of time:

- Communication materials
- Timelines
- Templates
- Checklists
- Campaign structure guides

D. Experience

INJOY brings insights learned from **over 4,500 campaigns across 30 years.**

Church size, geography, denomination – we've seen it, solved it, and built best practices for it.

E. Accountability

Regular touchpoints keep the campaign on track, protect momentum, and ensure follow-through with excellence.

4. Why DIY Campaigns Often Cost More

Most churches only lead a campaign **once or twice per generation**, so it's not a regularly practiced skill set.

Without expert guidance, churches commonly.

- Set unclear or unrealistic goals
- Under-communicate
- Miss major participation opportunities
- Lose months in trial-and-error
- Leave hundreds of thousands – sometimes millions – in giving potential on the table

Professional guidance eliminates the learning-curve cost and protects both unity and outcomes.

The company Eli Lilly has a Lilly Foundation and they regularly give money to churches who are embarking on campaigns in the state of Indiana where they are based.



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5. Practical Takeaway for Pastors

Hiring professional campaign help isn't about purchasing a "campaign in a box."

It's about investing in:

- **Confidence**
- **Clarity**
- **Alignment**
- **Momentum**
- **Proven results**

You wouldn't build a new facility without a trained architect.

Your campaign deserves the same level of excellence and expertise.

Scripture Encouragement

"Plans fail for lack of counsel, but with many advisers they succeed."

– Proverbs 15:22

