



# Episcopal Diocese of West Texas

## Stewardship in Capital Campaigns

Fund raising and stewardship are about opportunity. Rather than seeing fund raising as a competition between needs and campaigns, we see fund raising as presenting people with invitations to share in noble works. The world of fund raising is not that of an ever-shrinking "pie" of resources cut into ever-smaller "pieces." On the contrary, the world of fund raising is one of almost unlimited opportunity. We believe in the largesse of our communities and the opportunities presented by untapped financial and human resources.

Capital campaigns present great opportunities to involve people in action, emotional connection and giving. One of the great and often unforeseen rewards of fund raising and capital campaign activity is the opportunity to build community, to create networks of commitment and shared effort on behalf of a common goal, a common love. At the end of most successful campaigns, we find that people who have worked and people who have given have grown to a deeper appreciation of each other, their faith and the institutions for which they have campaigned.

When we speak of stewardship, we acknowledge that giving involves time, talent and treasure of volunteerism, skills and finances. The sharing of these three values varies with each individual. Each individual is asked to share no less than his or her best in time, talent or treasure. Time and talent, however, are no replacement for the sharing of financial resources. Persons of means are called upon to share of their financial resources proportionally.

Capital campaigns should be seen as a time to reinforce annual giving - not replace annual giving. Where people can only make one gift, we would suggest their resources be used to support annual programs at the institution. Capital campaigns succeed when those who can give beyond income reach into their assets and make life-value statements by giving well beyond their historic annual giving.

Ultimately, successful campaigns instill, foster or reinforce the development of a culture of philanthropy in which the concepts of giving, asking, sharing and gratitude permeate the life of an institution. In this way, every event, every meeting and every committee is seen as promoting the good work of stewardship - presenting people with the invitation and the opportunity to willingly, joyfully and graciously share of their time, talent and treasure.

(From The Dini Partners - Philosophy of Stewardship . Richard F. Dini founder of Dini Partners has served as consultant and counselor for the Diocesan Development Program since 1999.)