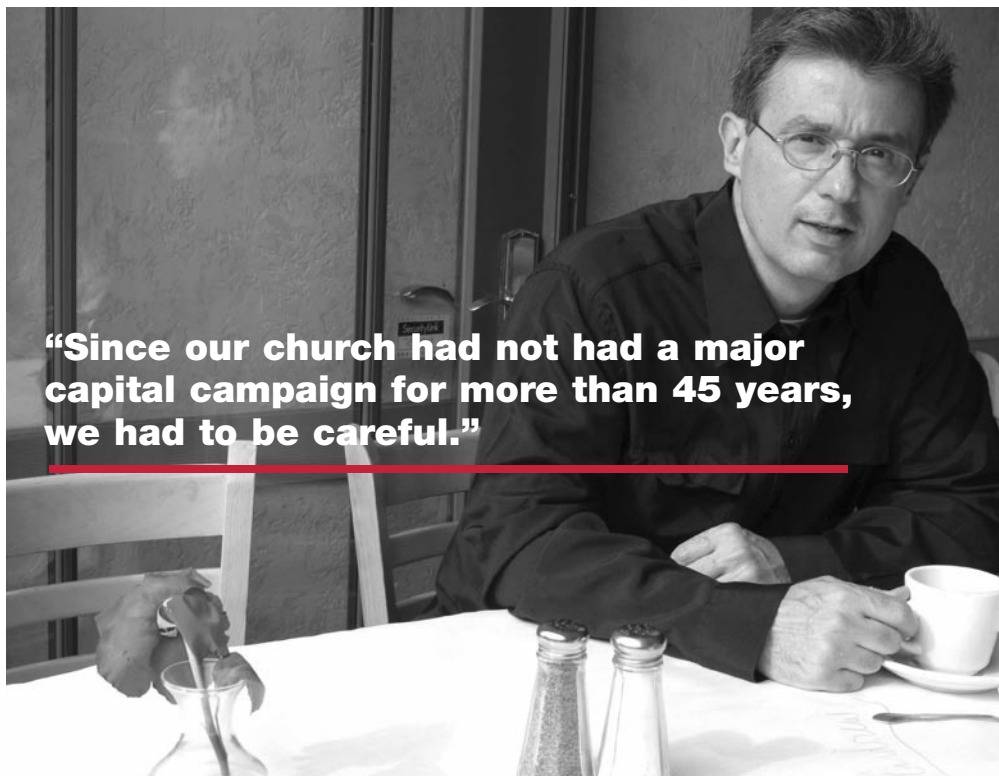


# THE STEWARDSHIP Tipping Point



**“Since our church had not had a major capital campaign for more than 45 years, we had to be careful.”**

## First Free’s Tipping Point

“A church should never launch a campaign without first making sure that the congregation really owns the project,” says Dick Beall from Church Growth Services. Beall noted how congregations today often vote overwhelmingly in favor of capital or debt-reduction campaigns but the “average congregant has little interest in praying about, let alone giving a sacrificial gift for, projects they don’t own.” Therefore, what’s the key to a successful stewardship campaign? “Run a Pre-Campaign Assessment to make certain that everyone is on the same page,” says Beall.

So, what did Beall discover in his study? “We found out that the congregation wanted to know that the vision for this project was from God and not from a few leaders with agendas.” Congregants also wanted to be reassured by leaders

that they had committed this project to prayer. “I really believe that had we not conducted this pre-campaign study we would have missed these subtle yet critical points. When leaders could confront the real issues, the scales tipped toward a huge campaign success.”

## The Pastor’s Point of View

According to Bill Shereos, “It was critical for Church Growth Services to listen to representatives of our congregation. Since our church had not had a major capital campaign for more than 45 years, we had to be careful. Exceeding our goal has given our congregation new hope. More importantly, the campaign has served to further align our congregation with our vision. We are discovering that as we work together and make sacrificial commitments we can do more than we believed possible.” ■

**“If you’re thinking about a stewardship campaign for a new building or debt reduction—or if you are just seeing a new vision for your ministry—you need to call these guys. Now.”**



*Bill Shereos*

DEVELOPING STEWARDS, CHANGING LIVES

Church Growth Services  
P.O. Box 2409  
South Bend, IN 46680-2409

800-234-9853 · 574-291-4777  
Stewardship@churchgrowthservices.com  
www.churchgrowthservices.com

## Your Stewardship Tipping Point

Jesus was always careful to warn people to count the cost. Decisions that call for commitment need prayer and discussion. When you decide to move forward with your next debt-reduction or capital campaign, remember that the tipping point in your campaign begins and ends with God. Remember, too,

that campaign success is about more than just forming the committees. It starts with the pre-campaign assessment. Church Growth Services' pre-campaign assessments will help you count the cost and eliminate a false start. You can discuss your campaign tipping point with a CGS consultant today. They've been coaching churches for more than 45 years.

### The Main Point

**Got your coaching hat on? Tell us what your advice would be to Dr. Bill Shereos, Senior Pastor at the First Free Evangelical Church located on Chicago's Northside.**

Bill's congregation is teeming with economic and cultural diversity, is in a neighborhood with a large gay and lesbian population and borders the exclusive condominiums just off Lake Shore Drive. Bill's congregation is made up of students from local colleges and universities, young, bright professional

singles and 75% of the congregation 'turned over' in the past 4 years. Bill is a God-driven pastor who leads a flock that is passionate to please God.

So, what's the problem? With a deepening sense of God's direction, leaders wanted to tear down some of the church's apartment buildings and erect a new Family Life Center. The project demanded a million-dollar campaign the likes of which the church has not seen in over 45 years. So, what did the church have? The incredible need to expand its ministry with limited resources.

Church Growth Services  
PO, Box 2409  
South Bend, IN 46680-2409

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