

# **Basic Outline of a Parish Campaign**

Office of Stewardship Development  
Diocese of Rockford

## **What you need to begin:**

- Case Statement Worthy of Support
- Defined Group of Constituents
- Solid Leadership
- Plan of Action

## **What you need to proceed:**

A phased plan of action as follows:

Phase I:	Planning or Feasibility Study Organization Communications
Phase II:	Advanced Gifts Solicitation Worker Recruitment
Phase III:	The Campaign General Phase
Phase IV:	Follow-up

## **What you need to succeed:**

A commitment to follow through on a plan.

Components of Parish Capital Campaign  
Office of Stewardship Development  
Diocese of Rockford

- I. Pre-Case Organization
- II. Case Statement
- III. Feasibility Study
- IV. Chart of Givers
- V. Post Case Phase – Organizational Needs
- VI. Major and Advanced Gift Phases
- VII. Special and General Gift Phases
- VIII. Follow-up and Acknowledgement