

The Top Seven Deadly Fundraising Mistakes Churches Make

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7. **Undeveloped Vision** – “Without a vision, the people perish.”
A visioning retreat will clarify your core spiritual values and generate pastoral and programmatic goals.
6. **Ineffective Leadership** – Can your leaders articulate the vision?
Define the criteria you will use to prayerfully discern campaign leadership.
5. **Unrealistic Goals** – What does this have to do with our mission?
Seek “360” advice from within and outside your donor base. Save costly design fees by defining these “scope and scale” goals “up front.”
4. **Vague Timeline** – If it isn’t on the calendar, it’s not real.
Build a real-time campaign schedule that will keep you on track.
3. **Unaligned Giving** – Stimulate generosity.
Awaken your donor base to the benefits of asset-based giving – then leverage them for maximum impact.
2. **Unclear Communications** – Make your case compelling!
Develop a spiritually-attuned, dynamic and persuasive multi-media communication plan.
1. **Inadequate Consultation** – Don’t “go it alone.”
Schedule an in-person consultation from a fundraising professional. Learning about “current best practices” will fire up your imagination and decisiveness!