

Campaign Comparison

| <i>Annual Campaign</i> | <i>Capital Campaign</i> |
|---|--|
| Ongoing, every year | Defined, limited period of time |
| Supports operating budget | Supports capital expenses: <ul style="list-style-type: none">New constructionRenovationMajor repairsEndowment |
| Staff driven | Volunteer driven |
| Smaller, individual goals | Large, combined goal |
| Current year payments | Multi-year pledges |
| Heavy direct mail | Heavy personal solicitation |
| Gifts from “ disposable income ” | Gifts from “ accumulated assets ” |