

# CATALYST

F A I T H W O R K S

Church Capital Campaign Communications

## WHY CATALYST FAITHWORKS?

### Our Process is Visual-Based and Church-Centered

#### The Challenge.

Managing your stewardship campaign, with concerns for budgets, time limitations and design excellence, can feel overwhelming. We have been in your position and believe design firms assisting churches have a “responsibility” to provide **stewardship-specific solutions** that lead to reduced stress for your leadership/communications team. The biggest challenge of working with graphic designers is bringing the designer’s *subjective graphic translation* of your leadership’s verbal direction/vision into a cohesive look that the church feels uniquely good about. That is why we truly feel “a picture is worth a thousand words” and therefore a more visual-based process (up-front) is needed.

#### The Solution!

Our proven process of using visual examples (through our online references and Acrobat Reader resources) to walk you through each step is designed to provide you with needed visual references (when words alone fall short) that ensure we understand what you mean when you say you want something classic, progressive, edgy, etc. Together with you, we will look at and discuss our broad spectrum of **logo idea references**, **300+ design concepts**, **campaigns from other churches**, **stewardship-specific writing samples** and **much more**. We are committed to helping you feel confident about the overall process as well as assisting you in communicating your direction so that the campaign communications tell your story AS **YOU ENVISIONED IT** and resonate deeply with your congregation to build top-of-mind awareness and excitement. Allowing us come alongside you will free your staff/leadership and volunteers for other priority tasks!

### Three Suggested Packages... One Is Just Right for Your Church.

We offer three package to start from. To deepen awareness and understanding, you can substitute or add to your package from our 35+ a la carte communication items (i.e.: major donor communications, vision brochures, commitment cards, prayer items, newsletters, powerpoint, etc.).

See our  
**300+ design concepts**  
section on our website  
to view the designs

### The Design Process

Choose one of our design concepts (as-is or modified) or a combination of design elements from 300 design concepts. We provide text and design samples to give guidance in developing your written content. With your direction, we’ll create a campaign logo and incorporate it into the design along with your text content, and where applicable, your photos and/or architectural art. *Fully-custom design concepts can be created at your request.*



Whether your church/parish or ministry consists of 100 people or 30,000, contact us today to explore your options.

We have done over 600 church fundraising campaigns nationwide.



**UPGRADE**  
your communications  
for maximum **IMPACT**.  
*The sky is the limit.*