

Adapting Tried & True Strategies to your Unique Capital Campaign

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 **Capital Campaigns are...**

- an intense effort
- to raise significant dollars
- in a specified period of time
- for a one-time or focused need
- like the construction of a facility, the purchase of equipment, or the acquisition of endowment

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 **A Transformative Process**


A successful campaign is not an event but a transformative process ...

- Builds assets, programs, endowment
- Increases organizational recognition
- Builds team spirit
- Improves annual giving
- Take your fund raising to a new level





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 **Learning Objectives**

1. Describe the 7 key ingredients of a successful campaign.
2. Understand the tried and true strategies that maximize your chances for success and how they can be adapted to your unique situation.
3. Learn steps you can take now to begin preparing for a campaign in your future.

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 **Requirements of a Successful Campaign**

- Supporters must have confidence
- Case for support understood and accepted
- Influential and committed Board(s)
- Donors with capability at necessary giving levels



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 **Requirements of a Successful Campaign**

- Strong volunteer leadership
- Well-organized and staffed
- Culture of Philanthropy and appropriate timing



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 **Requirements of a Successful Campaign**
Image and Confidence

- Image and reputation
- Is it well-known?
- Does it make a difference?
- Is it effective?
- Perceptions of mission, administration and board effectiveness



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 **Requirements of a Successful Campaign**
Case for Support

- Is the case for support compelling and urgent?
- Tied to your organization's vision and strategic plan?
- Always in line with mission?



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AFP Requirements of a Successful Campaign
Committed Board

- 100% are donors
- Organization is a philanthropic priority
- Together give 10% to 20% or more of goal
- Board development and engagement in philanthropic process is key




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AFP Requirements of a Successful Campaign
Capable Prospective Donors

- Top gift may be 15 - 25% of total
- Top 10 gifts equal 60 - 65% of the total
- Planning study seeks to identify 40 - 60% of available gifts
- As many as 250 - 400 prospects
- 3 to 5 prospects per gift



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AFP Sample Gift Table \$5,000,000


Number of Gifts Required	Number of Prospects Required	Minimum Gift Size	Total at this Level	Cumulative Total
1	4	\$1,000,000	\$1,000,000	\$1,000,000
2	8	500,000	\$1,000,000	\$2,000,000
3	12	250,000	\$750,000	\$2,750,000
6	24	100,000	\$600,000	\$3,350,000
15	60	50,000	\$750,000	\$4,100,000
20	80	25,000	\$500,000	\$4,600,000
30	120	10,000	\$300,000	\$4,900,000
many small		\$100,000	\$100,000	\$5,000,000
Total			\$5,000,000	


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 **Requirements of a Successful Campaign**
Volunteer Leaders

- Campaigns require strong volunteer leadership and involvement
- Planning study engages volunteers to lead, solicit, open doors, host
- Helps to identify others who will be good leaders






 

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 **Requirements of a Successful Campaign**
Organizational Capability

- Staff Resources
- Technology Resources
- Policies and Procedures



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 **Requirements of a Successful Campaign**
Environment & Timing

- Economic conditions
- Other campaigns in region
- Realistic expectations & support
- Engagement of organization's leadership
- Culture of Philanthropy



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 **Phases of a Capital Campaign**

Preparation and planning

Quiet phase

- Lead 1:1 solicitations
- Advance insider gifts
- 50% to 70% of goal

Public phase

- 1:1 solicitations by campaign organization

Wrap-up – direct mail, peer-to-peer campaigns

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 **Thank You!**



 *Advance your mission. Transform lives.*



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