The Basics of a Capital Campaign
What is a Capital Campaign?

- A set of fundraising and outreach activities focused on raising money for a specific defined need.

- Traditionally this need has been a large purchase such as a building, but the parameters of capital campaigns have broadened in the last few years.
Common campaign characteristics

• A narrowly defined need or focus of campaign
• A specific financial goal
• A timeframe for meeting the goal
• An identified group of volunteers
• A focus on raising major gifts
• A plan for recognition of major gift donors
Capital Campaigns as Capacity Building

• Many organizations find the capital campaigns positively affect long term fundraising

• **Run rate**- overall annual fundraising efforts increase due to raised level of outreach and increased fundraising skills in staff and volunteer base
Are you ready for a capital campaign?

• To honestly assess you need to examine:
  – Organizational leadership
    • Executive Director
    • Staff
    • BOD- Volunteers- Campaign Chair
  – Environmental scan
    • Local fundraising success
    • Peer organizations efforts
    • Current donor pool
    • Organizations reputation
What is this thing called a feasibility study?

• 30-40 interviews
  – Organizational Friends
    • BOD- current and past
    • Staff, Volunteers & Clients
  – Potential Funders
    • Foundations
    • Corporations
    • Individuals
What does the feasibility study tell us?

• Org Rep- Good, Bad or Indifferent
• Stickyness of the Need
• Access to resources needed to meet goal
• Grading of your infrastructure
• Light a fire for your campaign
How does this campaign support your mission?

- Strategic plans must drive the need and effort expended towards a capital campaign.
  
  EX: Our mission to serve the homeless is enhanced through a new drop-in center with modern amenities and world-class staff.
Table of Needs

• A simple reflection of the costs associated with needs to be impacted by campaign

<table>
<thead>
<tr>
<th>5 Million Campaign</th>
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<tbody>
<tr>
<td>New Building</td>
</tr>
<tr>
<td>New Equipment</td>
</tr>
<tr>
<td>Staffing and Utilities</td>
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<tr>
<td>Endowment</td>
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• Creating accurate cost projections are key to setting the funding goal levels and meeting the mission of organization once achieved.
Your Ready-Time to Prepare

• A solid plan will lead to success.
• Plans help to identify and eliminate mistakes.
• Plans help those with little experience see the steps necessary to raise major funding.
Basic Plan Components

• SWOT Analysis
• Feasibility study results
• Campaign Goal- $$
• Timeline and phases of campaign
• Case Statement
• Campaign leadership and volunteer base
• Lead Gift
• Staffing and budget
• Campaign Gift Table
• Major Gift Prospects
Utopian Staffing Structure

- Campaign Director
- Major Gifts Officer
- Corporate Giving
- Foundation Giving
- Planned Giving
- Volunteer Coordinator
- Prospect Researcher
- Proposal Writer
- Donor Stewardship

- Event Planning
- Public Relations
- Direct Mail Coordinator
- Publications Director
- Web Site Designer
- Data Entry
- Gift Processing
- Pledge Reminder
- IT
- Admin Support Staff
Campaign Phases

• The Quiet Phase-
  – Soliciting Donors close to Organization
  – Testing the case statement
  – The size of gifts now reflects the success later
  – Many campaigns reach 50-70% in this phase

Donation focus: Major gifts
Campaign Phases

• The Public Phase
  – Reach the goal
  – Expand outreach to wider audience
  – Marketing tools used such as
    • Direct mail
    • Telemarketing
    • Advertising

Donation focus: Moderate to Small Gifts

But we will still accept a big check 😊
Gift Tables

• Utilized to plan out the number of gifts of differing sizes needed to accomplish goal

• Typical format- Pyramid
  • Few-Large
  • Moderate-Medium
  • Many-Small

• Largest overall gift should be 10% of total
• Assume 3-4 prospects for each actual gift
Boards Drive Campaigns

- Your Board will take the lead on
  - Initial donations to campaign
  - Connecting to major donors
  - Spokesperson for media
  - Fiduciary responsibility for stewardship of gifts
  - Building the case by sharing their reasons for supporting the organization
Case Statements

• Designed to motivate donors to give.
• How does the campaigns outcome help you reach your mission?
• Themes emerge- which are memorable concepts that stick with the donors
Developing Themes

Determine what will resonate with donors:

Ask:

Why do people support us now?
What are we perceived as having done well in the past?
What are the best arguments for future support?
How can we support those arguments with facts?
Community Fund Drives Committee

What you will be evaluated upon:

1. Lead Gift?
2. Organizational Information
3. Purpose of Capital Campaign
4. Overall Financial Goal
5. Evaluation