CAPITAL CAMPAIGNS:
Knowing When You're Ready!

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Introduction

A capital campaign isn't an everyday event – it can mold and shape your organization and program for years to come. That's why it is critical that you spend time planning and laying the best groundwork that can guarantee success. Proper preparation is a key to a successful campaign, Today's session looks at <u>what makes campaign successful</u>, <u>how to undertake a campaign</u>, and <u>how to navigate the still-somewhat-turbulent economic times right now</u> to raise philanthropic dollars.

Definition:

A capital campaign is a _____,

_____

fundraising effort to secure philanthropic gifts for

_____ or other projects

that has a _____and secures

_____ generally payable over

_____ years.

THE CAPITAL CAMPAIGN TIMELINE

1 - 2 Years	1 - 3 Years	3 - 5 Years
Precampaign Planning	**Active Campaign**	**Stewardship**
LRP	Board Phase	Do What You Promised
Strategic Plan	Flooring	Collect Pledges
Costing	Lead Gifts	Communicate
Education & Cultivation	Major Gifts	
Costing	Public Phase	
Internal Readiness	Victory Celebration	
External Readiness		
Revise/Refine		
Campaign Plan		

THE PROCESS OF PREPARING FOR A CAMPAIGN

L.R.P. → **Development Committee** → **Campaign Planning Committee** → **Audit/ Feasibility** → **Campaign Leadership Recruitment**

L.R.P.
- Vision
- Mission
- Needs
- Costs
- Outcomes

Development Committee
- Oversight
- Recruitment

Campaign Planning Committee
- Counsel
- Case
- Studies
  - Internal
  - External

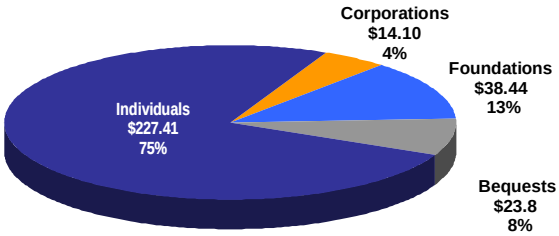
Audit/ Feasibility
- Leadership
- Case
- $$$$$
- Decision to proceed
- Staff
- Budget
- Records
- "Will"

Campaign Leadership Recruitment

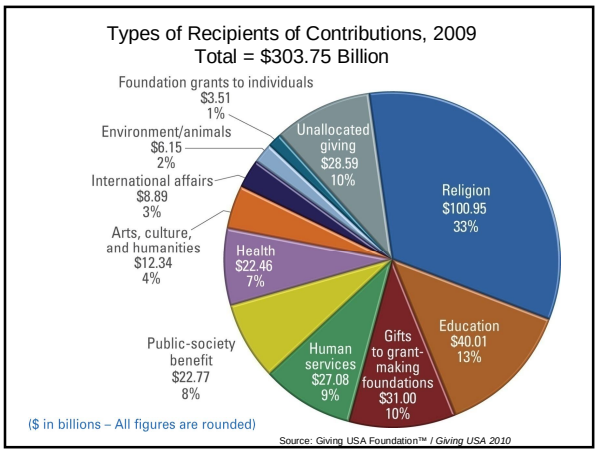
The Campaign begins.

2009 CHARITABLE GIVING TOTAL = $303.75 BILLION

($ IN BILLIONS)



Source: Giving USA Foundation™ / *Giving USA 2010*



How Do We Move Forward?

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--Robbe Healy, AFP Chair

Speaking at Association of Fundraising Professional's Conference –Baltimore
April, 2010

RESULTS

Alexander-Haas

$1,000,000 Range of Gifts Table

No. of Gifts	Size of Gift	Amount	Cumulative Total	Pct. Of Goal
1	$ 250,000	$ 250,000	$ 250,000	25%
1	$ 100,000	$ 100,000	$ 350,000	35%
4	$ 50,000	$ 200,000	$ 550,000	55%
8	$ 25,000	$ 200,000	$ 750,000	75%
12	$ 10,000	$ 120,000	$ 870,000	87%
24	$ 5,000	$ 120,000	$ 990,000	99%
many under $5,000		$ 10,000	$ 1,000,000	100%

5 Reasons Campaigns Fail

1. Weak _____
2. Fuzzy _____
3. _____Vacuum
4. Going _____Too Soon
5. Lack of _____!

ARE YOU READY?

Three Keys to Take Away

•This is not the time for a fishing expedition. Know your _____.

•Do your homework first. Don't make your donors do it for you! _____IS CRITICAL.

•Be _____!!!!!