

MOWAA

“Preparing for a Capital Campaign”

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Purpose

- To raise funds for capital projects and/or endowment in a finite period of time
- To generate enthusiasm, visibility, and long-term support

Pre-Campaign: Getting Ready

- Feasibility study
 - Where dollars are
 - Acceptance of Case by decision-makers
 - Where leadership is
 - KEY: LEADERSHIP

Pre-Campaign (cont'd)

- Counsel
 - Assistance in developing and packaging the case
 - Developing the plan
 - Conduct the study
 - “Insistent voice” – Counsel should NOT make life easier

Pre-Campaign (cont'd)

- Before counsel
 - Long range plan
 - Mission clarified
 - Research capabilities
 - Board on board
 - Preparation of CEO

The Campaign

- Top prospect focus
 - 40-50% (or more) from top 10
 - 80-90% from top 100
 - Remainder

The Campaign (cont'd)

- Structure
 - From top and from within
 - Based on rating
 - Focus of leaders' attention

The Campaign (cont'd)

- Leadership
 - Evaluation
 - Active solicitation of top prospects
 - Entree
 - Work with staff
 - Set giving examples

The Campaign (cont'd)

- Staff
 - Support
 - Accompany
 - Research
 - Develop materials
 - Monitor
 - Motivate
 - Train

Other Factors

- Donor recognition
- Naming opportunities
- Top 50 list

Cycle of Major Gifts

- Identification
- Research
- Strategy/Cultivation
- Ask
- Close
- Stewardship

Budget

- 5-10% of goal
- Computer system

Timeline

- When to announce
- Benchmarks

Attitude

- BELIEVE YOU CAN WIN!