BIG IDEAS,
BIG CAMPAIGN,
BIG TRANSFORMATION

JOAN GRATHWOL OLSON | CREATIVE FUNDRAISING ADVISORS
ADRIENNE DIERCKS | PROJECT SUCCESS
EMILY HEAGLE | PROJECT SUCCESS
HOW WILL YOU TRANSFORM YOUR ORGANIZATION?

- Capital Campaign
- Program Expansion Campaign
- Endowment Campaign
- Comprehensive Campaign
WHAT'S THE BIG IDEA?
EVERY CAMPAIGN HAS TO ANSWER THE 5 BIG QUESTIONS:
1. WHERE ARE WE GOING?
2. WHY DOES IT MATTER?
3. WHY ARE WE THE ONES TO DO IT?
4. WHY NOW?
5. WHAT’S IT GOING TO TAKE?
PROJECT SUCCESS
BIG IDEA

- Double and Deepen programming
- DREAMS TO FUTURES program expansion campaign, 2016-2020
WHAT IS PROJECT SUCCESS?
WHAT IS DREAMS TO FUTURES CAMPAIGN?

$10 MILLION PROGRAM EXPANSION CAMPAIGN:

- Expand to serve all MPLS students grades 6-12
- Launch new out of school programs
- Test and build partnerships for national impact
BEYOND ITS DOLLAR GOAL, THE CAMPAIGN IS ABOUT TRANSFORMATION:
TRANSFORMATION:

- Double our staff and our budget
TRANSFORMATION:

- Build and deepen our relationship with board members
TRANSFORMATION:

- Seize opportunities
TRANSFORMATION:

- Make BIGGER and BOLDER asks
TRANSFORMATION:

- New brand and website
TRANSFORMATION:

- DEEPEN donor engagement — for campaign and beyond
TRANSFORMATION:

- STRENGTH THEN future financial stability
TRANSFORMATION:

- GROW the Annual Fund to new heights
CONSIDERING A CAMPAIGN?
WHAT’S YOUR BIG IDEA?

- Where are we going?
- Why does it matter?
- Why are we the ones to do it?
- Why now?
- What’s it going to take?
QUESTIONS?
THANK YOU!