

Practical, Pre-Planning Steps for Your Capital Campaign

Fundraising Sol
www.solfullfundraising.com



Agenda

1

Campaign
Readiness

2

Campaign
Phases

3

Campaign
Myths

4

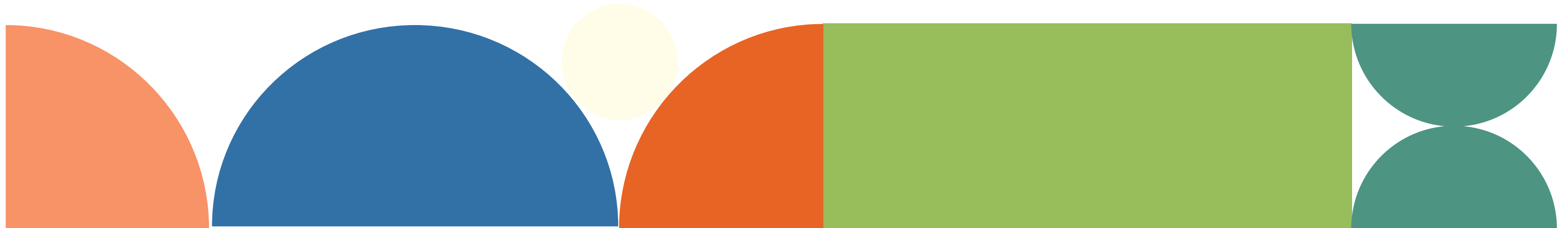
Key
Components

5

Getting
Started

6

Q & A



Hello!



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”

You are ready if your nonprofit:



is needed + you can effectively tell your story



is focused and healthy



is known and respected



has a strong fundraising base



has a committed board + leadership



has money to spend



You have done your homework!

Campaign Timeline

CAMPAIGN GOAL
IS REACHED!

1

2

3

4

5

6

7

PHASE

1

**Pre-Campaign
Planning**
3-12 months

- Project plans
- Campaign objectives
- Working goal
- Draft case for support
- Gift range chart
- Depth chart

PHASE

2

**Feasibility
Study**
2+ months

- Test plan with lead donors
- Discuss case for support
- Assess giving potential

PHASE

3

**Campaign
Planning**
2+ months

- Adjust plan based on FS
- Revise working goal
- Finalize case for support
- Develop campaign plan

PHASE

4

**Quiet
Phase**
6-24 months

- Solicit Leadership Gifts
- Solicit Board
- Solicit Campaign Volunteers

PHASE

5

Kick-Off
75%+ of
Goal Raised

- Announce Goal
- Press Release
- Kick-Off/
Celebration
Event

PHASE

6

**Public
Phase**
3+ months

- Solicit the Base
- Resolicit
Uncommitted
- Close the Gap

PHASE

7

Stewardship
Ongoing

- Acknowledge donations and collect pledges
- Celebrate campaign success
- Engage donors long term



Capital
Campaign Pro | capitalcampaignpro.com

MYTH: We must finalize all the details.



TRUTH: Your campaign will evolve.

MYTH: If we build it, they will come.



TRUTH: You have to do your homework!

MYTH: The existing staff will take on the campaign responsibilities.



TRUTH: You will have to hire help.

MYTH: The project cost and the campaign goal are the same thing.



TRUTH: Fundraising is ONE WAY to fund the cost of your project .

Pre-Campaign Planning Phase:

- 1 Goals + Objectives + Cost
 - 2 Why does it matter?
 - 3 Key Prospects
 - 4 Team + Policies
 - 5 Budget
 - 6 Campaign Staffing
 - 7 Communications
 - 8 Timeline
-

Case for Support:

Your Vision
The Problem
Your Solution
The Costs
Why Now?
Call to Action



Gift Chart

- How many gifts you need to secure at certain levels

Depth Chart

- Attaching prospective names to each gift level



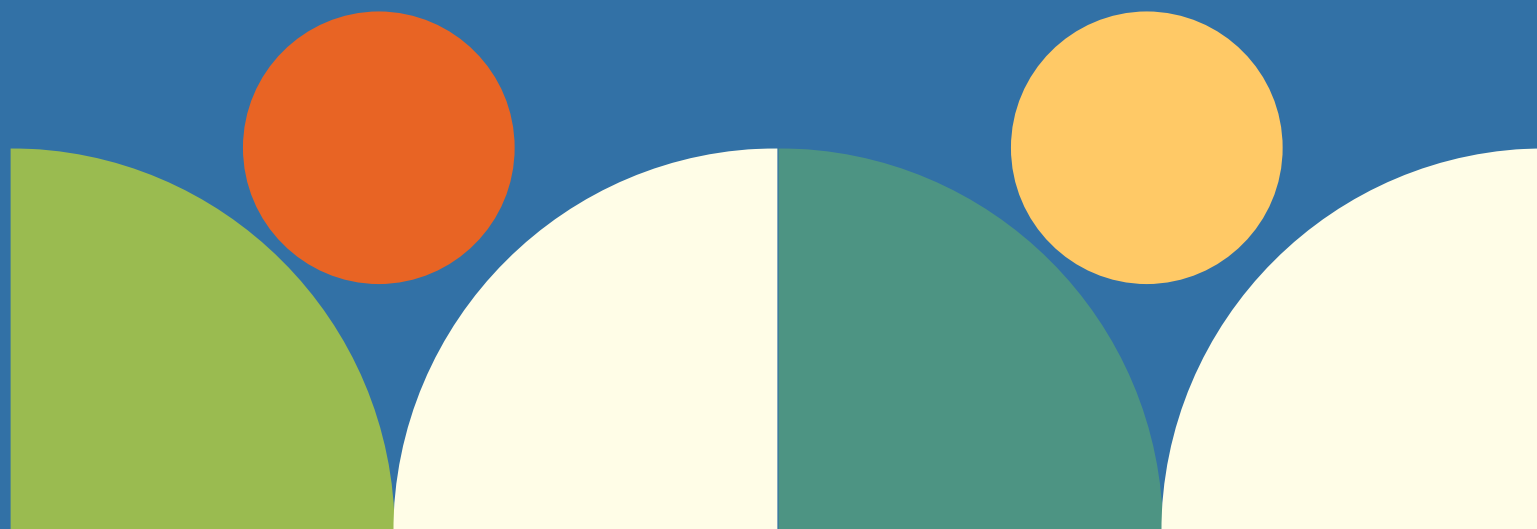
- Capacity, Skills + Knowledge
- Communication Styles
- Responsibilities
- Health + Wellness
- Managing Change
- Fears + Worries



A good rule of thumb is to budget

10%

of your campaign goal on
fundraising expenses.



Getting Started



Resources

web
peers
consultants
membership orgs
board members



Additional Support

Fundraising Sol
hello@solfullfundraising.com

- complimentary strategy call
- campaign counsel
- interim development support

www.solfullfundraising.com