Practical, Pre-Planning Steps for Your Capital Campaign

Fundraising Sol
www.solfulfundraising.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!
Pre-Campaign Planning
3-12 months
- Project plans
- Campaign objectives
- Working goal
- Draft case for support
- Gift range chart
- Depth chart

Kick-Off
75%+ of Goal Raised
- Announce Goal
- Press Release
- Kick-Off/ Celebration Event

Public Phase
3+ months
- Solicit the Base
- Resolicit Uncommitted
- Close the Gap

Stewardship
Ongoing
- Acknowledge donations and collect pledges
- Celebrate campaign success
- Engage donors long term
MYTH: We must finalize all the details.

FACT CHECKED

TRUTH: Your campaign will evolve.
MYTH: If we build it, they will come.

FACT CHECKED

TRUTH: You have to do your homework!
MYTH: The existing staff will take on the campaign responsibilities.

FACT CHECKED

TRUTH: You will have to hire help.
MYTH: The project cost and the campaign goal are the same thing.

FACT CHECKED

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

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