

Capital Campaign Toolkit

How to Raise \$1 Million (or more) with a Capacity Campaign

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Poll: How Often Does Your Organization Have a Capital Campaign?

1. Never had one
2. Every 5 Years
3. Every 10 Years
4. Every 15 Years or More

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Get Ready for a Campaign

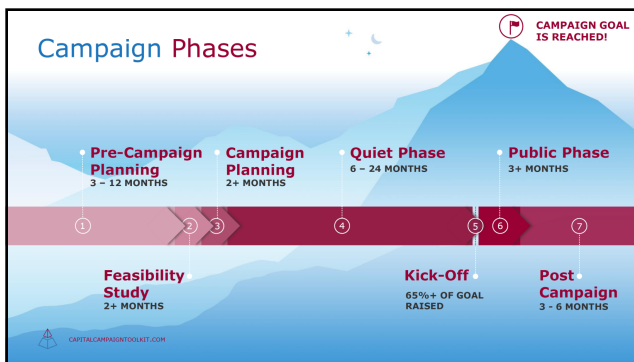
1. Capital versus Capacity Campaigns
2. How All Campaigns Work
3. Roadmap to \$1 Million Capacity Campaign

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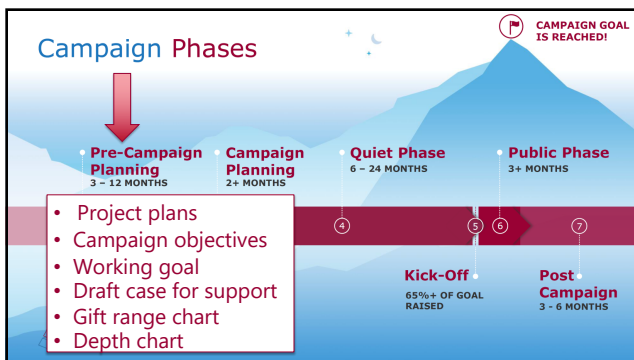
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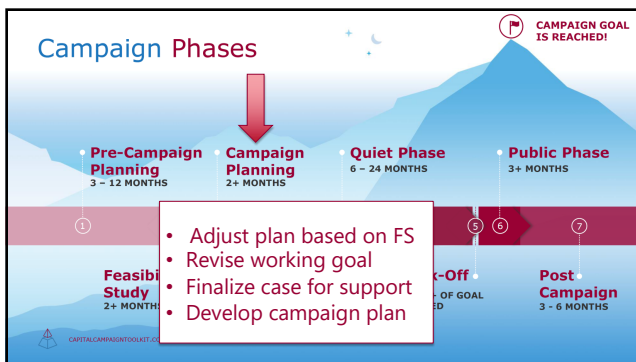
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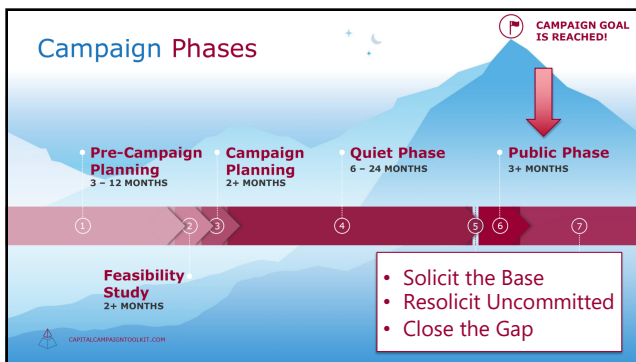
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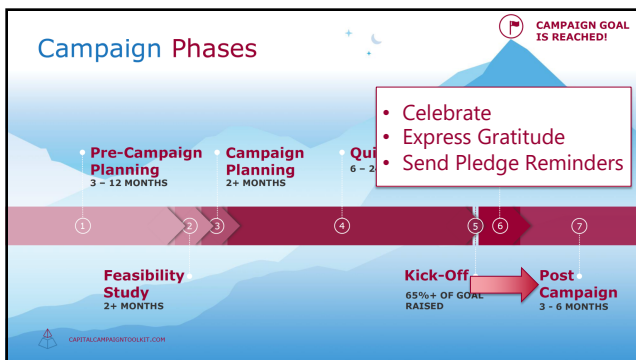
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Gift Range Chart: Campaign Goal \$1,000,000

	# of Gifts	Gift Size	In Range	Cumulative	# of Prospects
	1	\$250,000	\$250,000	\$250,000	2
	1	\$100,000	\$100,000	\$350,000	2
Lead	2	\$50,000	\$100,000	\$450,000	4
	6	\$25,000	\$150,000	\$600,000	12
	10	\$10,000	\$100,000	\$700,000	30
	15	\$5,000	\$75,000	\$775,000	30
	25	\$2,500	\$62,500	\$837,500	75
Major	50	\$1,000	\$50,000	\$887,000	150
	75	\$500	\$37,500	\$924,500	225
	100	\$250	\$25,000	\$949,500	300
	150	\$100	\$15,000	\$964,500	450
General	many	<\$100	\$35,500	\$1,000,000	many

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20 gifts

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20 gifts **70% of Goal**

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	20 gifts	70% of Goal	50 Prospects		
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Leadership
Level
Donors

Capital Campaign
Formula

20 gifts

70% of Goal

50 Prospects

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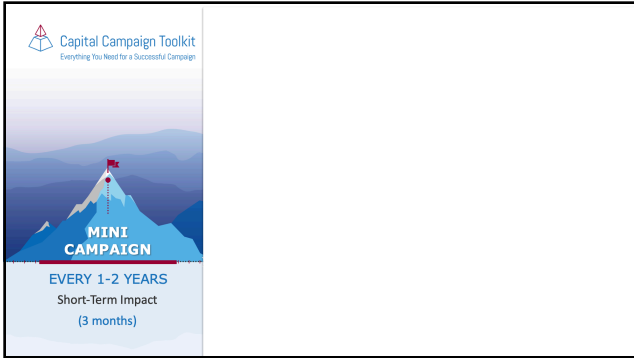
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6 Principles of Campaign Fundraising

1. Specific Objectives
2. Focus on Lead Gifts
3. Top Down/Inside Out
4. Personal Solicitation
5. Quiet/Public Phase
6. Specific Timetable

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Poll: What's most important to build your organization's capacity?


1. Better Systems
2. Fundraising Staff
3. New Programs
4. Endowment
5. All of the Above



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How will you create a plan for increasing capacity?

1. Board Discussion
2. Ad Hoc Committee to Develop Early Plan
3. Feasibility Study to Test Plan
4. Board Decision to Move Forward



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Campaign Objectives

Mini Campaign (Every 1-2 Years)	Capacity Campaign (Every 3-5 Years)	Capital Campaign (Every 10-15 Years)
Immediate Needs	Increase Impact	Leap in Growth
Short Term Impact	Start Up Programs	Building/Renovation
Programs and Services	Technology, Infrastructure, Marketing	Endowment Growth
	Build Endowment	



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Everything You Need for a Successful Campaign

**Start Your Campaign on the Right Foot
Talk to an Expert**

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Questions?

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