



Capital
Campaign Pro

Everything You Need for a Successful Campaign

The State of Capital Campaigns 2023 Research Findings



Your Presenter

Steven Shattuck - Director of Engagement, Capital Campaign Pro

Past Experience:

- Chief Engagement Officer, Bloomerang
- Project Work Group of the Fundraising Effectiveness Project
- Study Fundraising Steering Group at the Hartsook Centre for Sustainable Philanthropy at Plymouth University
- AFP Center for Fundraising Innovation (CFI) committee member
- Institute for Charitable Giving faculty
- Author: Robots Make Bad Fundraisers (Bold and Bright Media, 2020)
- Contributor: Fundraising Principles and Practice: Second Edition (Wiley, 2017)



About You



WHERE ARE YOU IN THE CAMPAIGN SPECTRUM?

The State of Capital Campaigns 2023

WHY CONDUCT THIS RESEARCH?

- No formal research exists on capital campaigns
- Best practices based on anecdotes and case studies
- 2020-2022 was a unique time for fundraising
- Unfounded fears surround capital campaign fundraising

The State of Capital Campaigns 2023

STUDY METHODOLOGY

- Research conducted summer/fall 2023
- Answers collected via SurveyMonkey; sent via email
- Three survey cohorts: pre-campaign, mid-campaign, post-campaign
- Nearly 300 participant organizations in the US and Canada
- Identities of respondents verified

Thanks to our partners

FOR PROMOTIONAL SUPPORT

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HEADLINE FINDINGS - ALL COHORTS

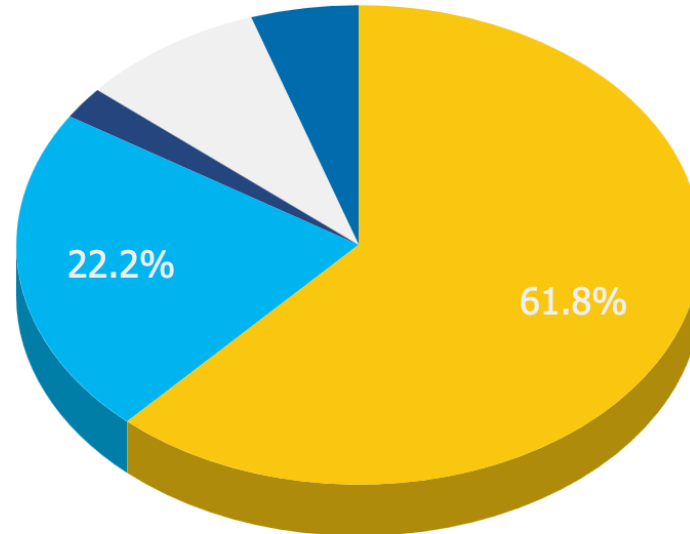
- Capital Campaigns are overwhelmingly successful
- Annual funds stay the same or increase during/after campaigns
- A high-powered/big-money board is not necessary for campaign success
- Organizations did not delay due to pandemic and economic downturn
- Conducting a feasibility study is beneficial for fundraising and donor relationships

Research Insights

What is prompting campaigns?

ALL COHORTS

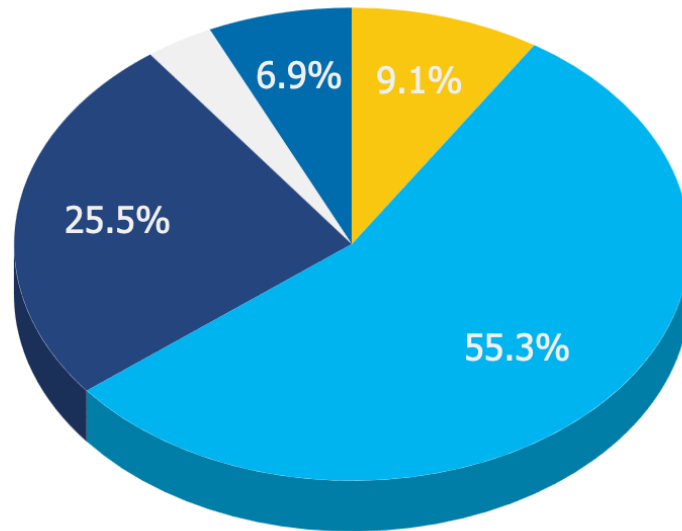
- Strategic or long-range planning
- Other (please specify)
- Big anniversary coming up
- Executive Director / CEOs initiative
- A challenge or other motivating gift from a major donor



What is money being raised for?

ALL COHORTS

- Other (please specify)
- New Capital (building) or existing improvements
- All of the above
- Endowment
- New initiatives



Are campaigns typically successful?

POST-CAMPAIGN COHORT

Are campaigns typically successful?

POST-CAMPAIGN COHORT

What % of your goal did you raise?

Average: 108%

High: 170%

Low: 75%

Only 5 out of 32 was under 100%

Do you consider your campaign a success?

Yes: 94%

No: 6%

Average Raised: \$8.9MM

Orgs Under \$1MM Only: \$3.5MM

Orgs Above \$1MM Only: \$11.4MM

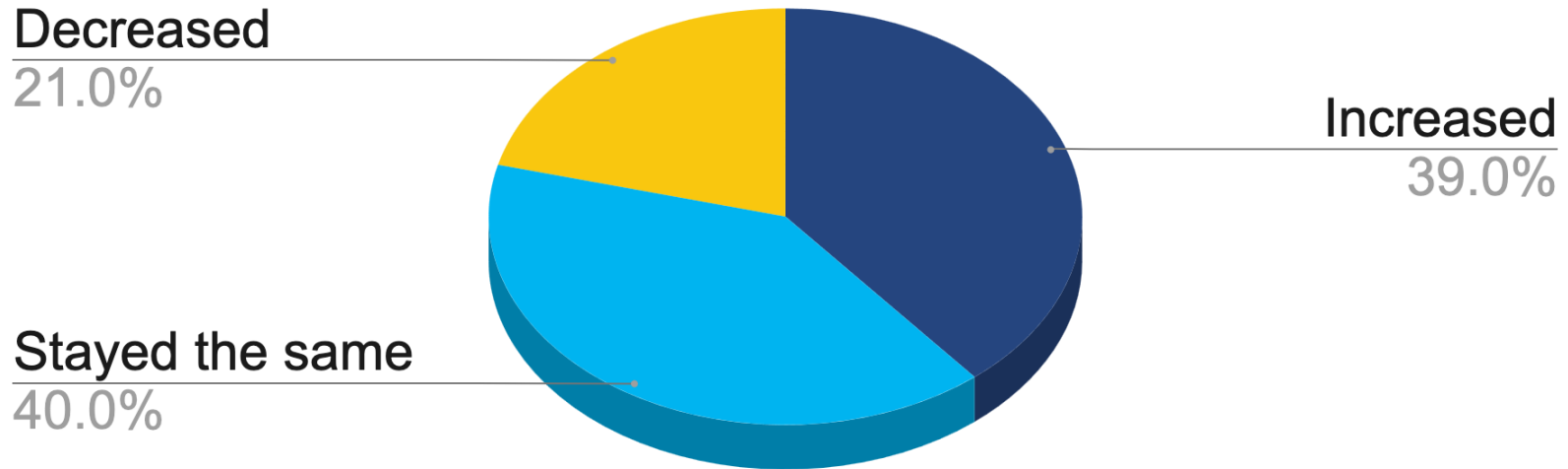
Impact on the Annual Fund

IN-CAMPAIGN & POST-CAMPAIGN COHORTS

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Impact on the Annual Fund during the campaign

IN-CAMPAIGN & POST-CAMPAIGN COHORTS



Impact on the Annual Fund after the campaign

POST-CAMPAIGN COHORTS

Post-Campaign:

Increased - 28%

Stayed the same - 6%

Decreased - 9%

Myth busted?

- 34% increased or stayed same
- 56% not sure yet
 - a full year hasn't elapsed since the campaign concluded

Impact of a Feasibility Study

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Impact of a Feasibility Study

POST-CAMPAIGN COHORT

Did not conduct a Feasibility Study:

- 66% strengthened major donor relationships
- 101% of campaign goal raised

Did conduct a Feasibility Study:

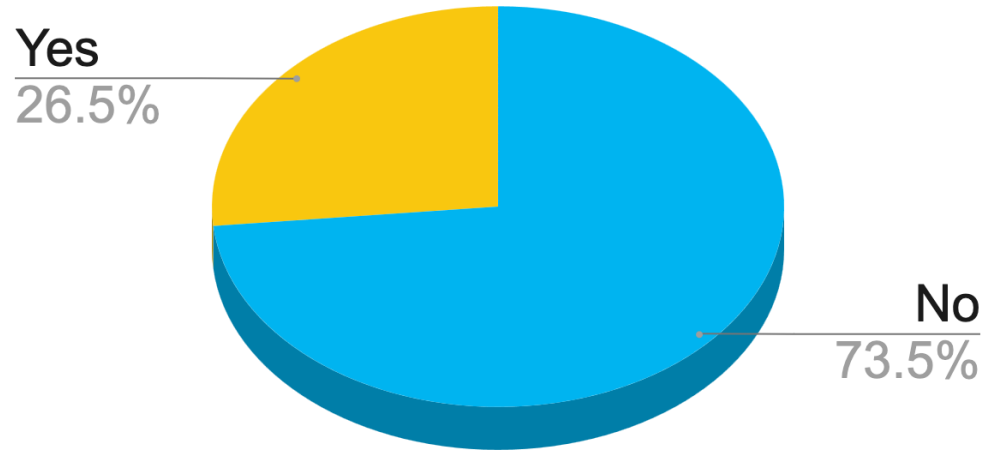
- 94% strengthened major donor relationships
- 115% of campaign goal raised

If you conducted a feasibility study, did your campaign goal change afterwards?

- Yes, Increased goal - 51%
- Yes, Decreased goal - 18%
- No - 31%

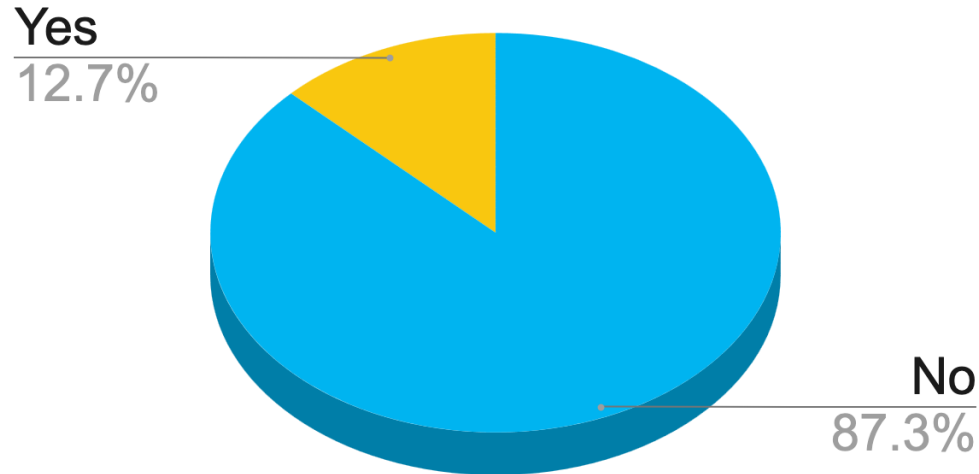
Did you pause due to the pandemic?

ALL COHORTS



Did you pause due to the 2021–22 economic downturn?

ALL COHORTS



Challenges & Benefits

What were the biggest challenges?

IN-CAMPAIGN & POST-CAMPAIGN COHORTS

- 48% - Unforeseen external factors (economy, politics, pandemic, etc.)
- 40% - Getting the board excited and engaged in the campaign
- 35% - Identifying the top campaign prospects

What were the biggest challenges?

IN-CAMPAIGN & POST-CAMPAIGN COHORTS

- 40% - Getting the board excited and engaged in the campaign
 - 75% of respondents who cited this challenge did not achieve 100% board giving during their campaign

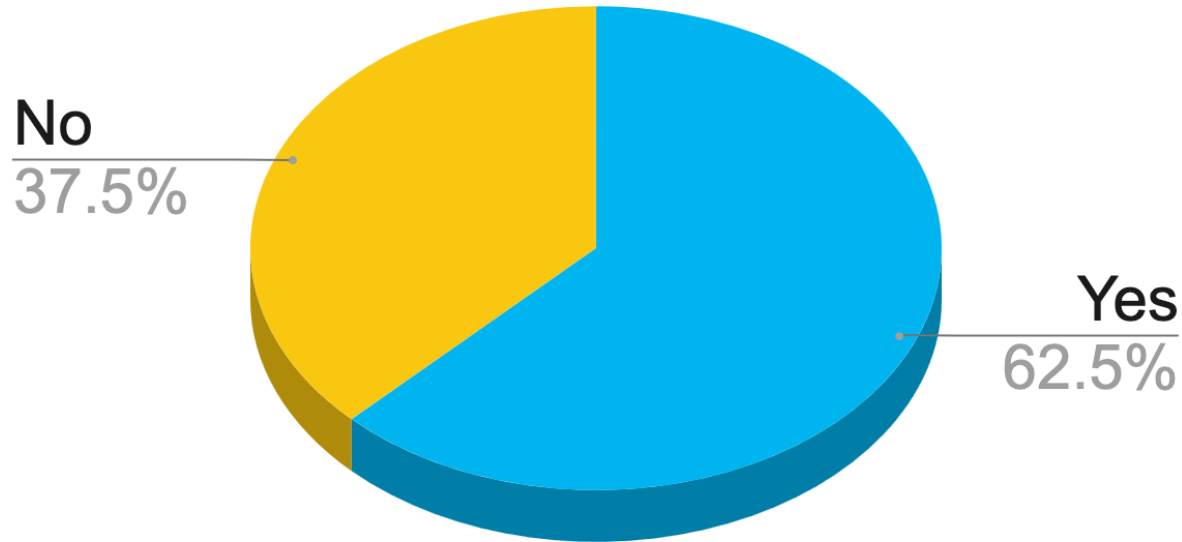
What were the biggest benefits (besides dollars raised)?

IN-CAMPAIGN & POST-CAMPAIGN COHORTS

- 72% - Strengthened relationships with major donors
- 50% - Became more effective at soliciting large gifts
- 39% - Increased development staff effectiveness
- 38% - Developed better fundraising systems
- 32% - Board became more engaged in fundraising

Have 100% of your **board members** made campaign gifts?

POST-CAMPAIGN COHORT ONLY



Average % of campaign goal raised from board members

POST-CAMPAIGN COHORT ONLY

Average % of campaign goal raised from board members: 14%

- Median: 9% (midpoint of all responses)
- Mode: 10% (most common response)

Diverse Representation on Committees

IN-CAMPAIGN & POST-CAMPAIGN COHORTS

Did you successfully recruit people of color and other under-represented groups for your campaign committee?

Completed Campaigns:

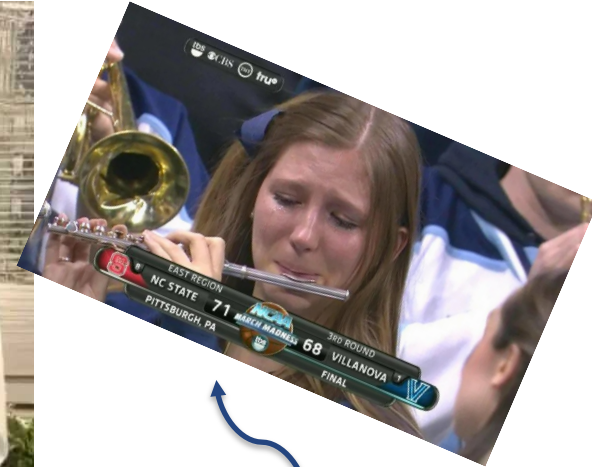
- Yes - 13%
- No - 88%

In-Progress Campaigns:

- Yes - 50%
- No - 50%

Things are getting better, but we still have some progress to make

Donor Database (Madness) Tips!



"I should have used Bloomerang"

Capital Campaigns **Success**

WITH YOUR DONOR DATABASE

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- Clean, useable data
 - download this SOP template <https://bloomerang.co/blog/free-download-donor-management-software-data-policies-and-procedures-template/>
- Wealth screening and engagement tracking
- Custom fields for solicitation stage, moves management, etc.
- Segmented communications (robust reporting)

Capital Campaigns **Success**

WITH YOUR DONOR DATABASE

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- How to get your donor database ready for a campaign:
 - <https://capitalcampaignpro.com/get-donor-database-ready-capital-campaign>
- How to leverage your donor database during a campaign:
 - <https://capitalcampaignpro.com/leverage-donor-database-capital-campaign>

Capital Campaigns **Success**

WITH YOUR DONOR DATABASE

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<https://americannonprofitacademy.com/nonprofit-fundraising/capital-campaign-magic-for-nonprofits>

The State of Capital Campaigns 2023

FINAL THOUGHTS

- Be not afraid (campaign success, annual fund, delaying due to world events)
- The annual fund is typically not cannibalized during a campaign
- We have work to do towards diversifying campaign committees
- Conducting a feasibility study is worth it

Questions?

capitalcampaignpro.com/research

