



4 PHASES OF A CAPITAL CAMPAIGN

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TOP 10 REASONS FOR A CAPITAL CAMPAIGN

Presented by :
The Timothy Group

4 PHASES OF A CAPITAL CAMPAIGN

PHASE I: PRE-CAMPAIGN STUDY

Objective:

To examine the organization's readiness for a capital campaign through investigation of its strengths and weaknesses, programs, plans, and priorities. Financial and human resources necessary for a successful campaign are identified from this structured process.

Activities:

- Compile foundational information.
- Prepare a study "case statement."
- Segment mailing list.
- Develop questionnaires for each segment to be surveyed.
 - ▶ Personal interviews (face-to-face and phone)
 - ▶ Mailed and/or emailed questionnaires
- Collect data.
- Tabulate results; Evaluate and develop recommendations.
- Present study report.

Time Frame:

3–4 Months

PHASE III: CAMPAIGN / "PUBLIC" PHASE

Objective:

A tightly structured program with a specific and publicly stated dollar goal; a timeline; an intensively organized volunteer committee; publicity about the effort; and various enthusiasm-raising activities—all sharply focused on achieving a stated goal by a stated time.

Activities:

- Public Relations/Communication
- Spiritual Emphasis/Prayer & Praise
- Major Gifts
- Church Relations/Foundation/Grants
- Corporate/Business Gifts
- Gifts In-Kind
- General Gifts
- Estate Design

Time Frame:

Campaign period: 12–18 months

Commitment period: 36 months from last pledge

PHASE II: "QUIET" LEADERSHIP PHASE

Objective:

To prepare for the "public announcement" of the campaign. You will identify and produce materials, identify and train campaign leadership, and secure lead gifts. The goal is to raise 75%+ of your campaign goal during the "Quiet" Phase.

Activities:

- Identify and recruit the Campaign Chair.
- Identify, recruit, and train the Operating Committee Directors and committee members.
- Establish a campaign timeline.
- Identify and produce campaign materials.
- Solicit campaign lead gifts.
 - ▶ Board
 - ▶ Staff
 - ▶ Pre-campaign study leads
 - ▶ Top mega and major donor prospects

Time Frame:

Generally, 6-12 months

PHASE IV: CAMPAIGN MAINTENANCE

Objectives:

To maintain ongoing communication with donors to the campaign. The fulfillment goal is 90+% of campaign commitments within the 36-month period.

Activities:

- Regular, quality communication with donors by print, events, and personal contact.
- Monitor pledge responses with donors through updates and reminders.
- Cultivate the campaign donors into ongoing donors to the organization.

Time Frame:

36 months following the close of the campaign.

TOP TEN REASONS TO CONSIDER A CAPITAL CAMPAIGN

- 1.** A Capital Campaign is good way to propel your organization to the next level. It forces you to plan, execute and fine tune your mission, your vision and your core values. It makes you look forward.
- 2.** A campaign will force you to clarify and define your Strategic Plan. You will also need to attach a price tag (dollars needed) to each strategic goal. What do we need to raise and why?
- 3.** It will challenge your board to step up to the plate. They will need to become ambassadors for the organization, friend raisers, and where possible fund raisers. A campaign will provide your board with a new reason to be excited and to be “noisy” about the organization with their friends, family, business contacts, church members, foundation and corporation boards, etc.
- 4.** A Campaign will help you expand your existing donor base. It will give you the opportunity to identify new Mega and Major Donor prospects and suspects. You will get to “Swing for the Fences” with a handful of new donors. This is donor acquisition that really works.
- 5.** It will allow you to ask for multi-year commitments and increase your donor capacity by including your annual and capital funding needs (a comprehensive campaign) over the next 3 years. Your requests will be larger as you invite your key and new donors to make a 1-3 or even 5-year commitment. Many just talk new and capital donations while leaving the annual donors unchallenged about their current giving.

6. It will allow your CEO/ Executive Director to focus on Top-10 and Next-20 donor prospects and suspects. It will get them out in the field sharing the organization story and building relationships and asking.

7. A campaign will stretch the capacity and challenge your development team to step up. They can do a lot on their own but building a team of volunteers will increase your organization's fund raising space in your community. Friends sharing the organization story with friends is very cost effective.

8. A campaign will raise your ministry awareness in your community. With press releases, campaign team members can respond to their "centers of influence" out in the community. Your organization takes on an expanded profile and brand in your community.

9. A campaign will allow you to network with a broader donor base by increasing your fund-raising activities with individuals, churches, businesses, foundations, corporations, and funding sources like Rotary, etc.

10. A Capital Campaign will increase your faith. Psalm 127:1 says "Unless the Lord Builds the House.....we labor in vain". At the end of the day it is still HIS work and we are his co-laborers. Pray like it's all up to God; work like it's all up to us. Practice TTG's 4 C's: See the People, See the People, See the People, and See what God is going to do with this new or renewed donor relationship.

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