



TOP 10 REASONS TO LAUNCH A CAPITAL CAMPAIGN

Capital campaign success is dependent on the organization's readiness to conduct it, read on for insights to plan your strategy.

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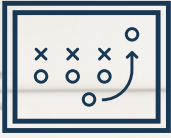


All fundraising is the management of relationships.



A Capital Campaign is good way to propel your organization to the next level.

It forces you to:



Plan.



Execute.



Fine tune your mission, vision and core values.

It makes you look forward!

A campaign will force you to clarify and define your Strategic Plan.



You'll also need to attach a price tag (dollars needed) to each strategic goal.



What do we need to raise and why?

It will challenge your board to step up to the plate.



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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.



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.

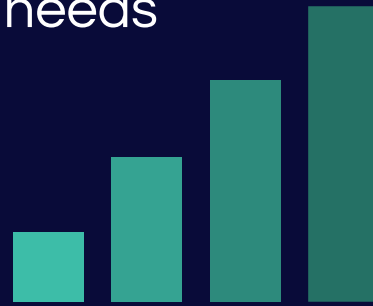
**YOU WILL GET TO "SWING FOR THE FENCES"
WITH A HANDFUL OF NEW DONORS.**





It will allow you to ask for multi-year commitments.

As well as 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.

It will allow your CEO/Executive Director to think on their top 10 and next-20 donor prospects and suspects.



It will get them out in the field sharing the organization story while building relationships and making asks.



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A campaign will stretch your capacity and challenge the development team to step up.

They can do a lot on their own, but building a team of volunteers will increase your organization's fundraising space in your community. Friends sharing the organization story with friends is very cost effective.

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.

A campaign will allow you to network with a broader donor base.

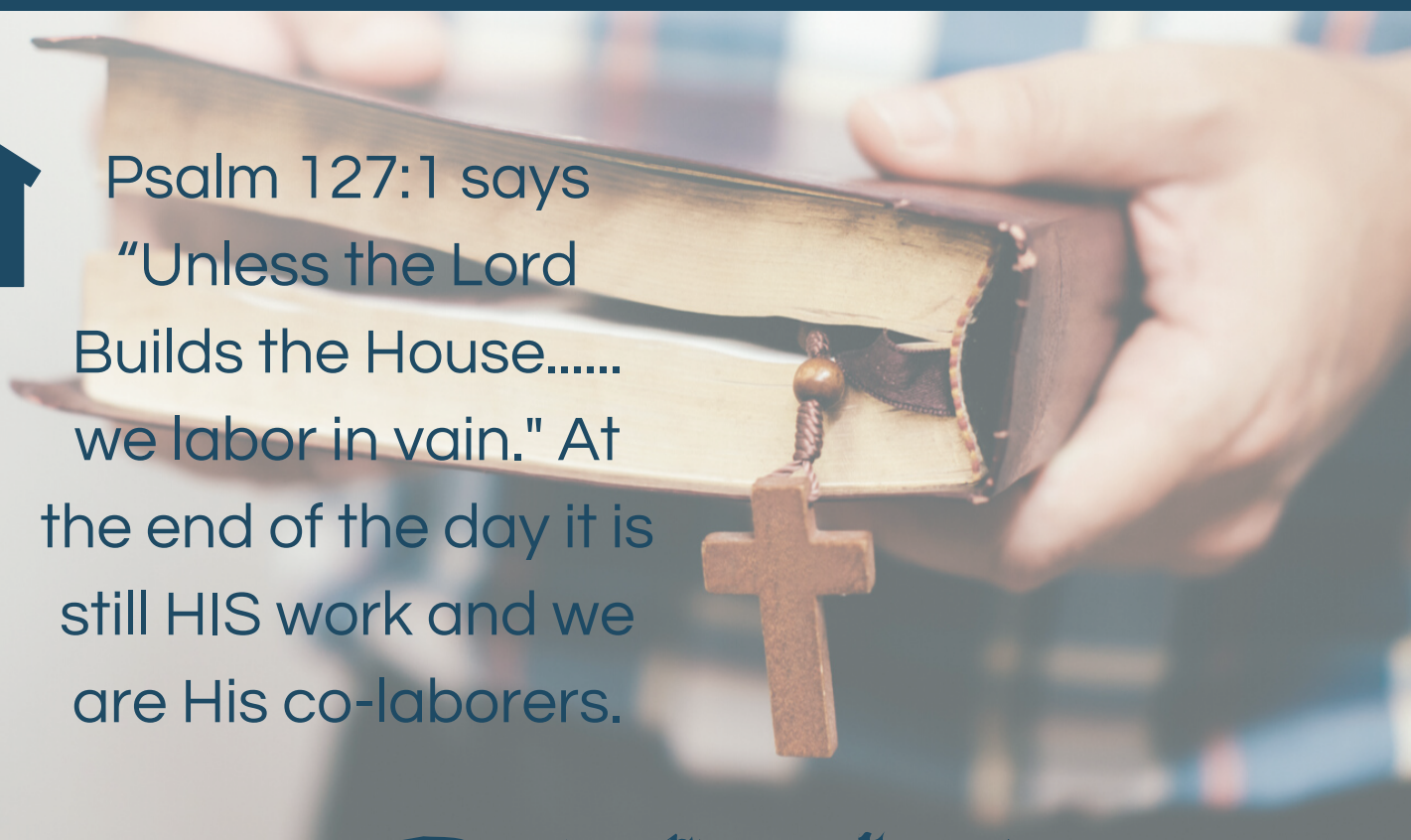


By increasing your fundraising activities with individuals, churches, businesses, foundations, corporations, and funding sources like Rotary, etc. this will connect you with a wide variety of potential donor segments.

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.

C

Practice The Timothy Group's 4 C's:

- 
1. See the People
 2. See the People
 3. See the People
 4. See what God is going to do with this new or renewed donor relationship.

Capital Campaign Time Line

PRE-CAMPAIGN STUDY <i>3-4 months</i>			
	LEADERSHIP PHASE <i>3-4 months</i>		
		PUBLIC PHASE <i>1 to 3 years</i>	
		CAMPAIGN FULFILLMENT <i>----- up to 3 years</i>	
			CAMPAIGN MAINTENANCE <i>----- up to 3 years</i>

Find more detailed information for each campaign phase in the brochure below.

The 4 Phases of a Capital Campaign



When someone asks, "Why The Timothy Group?" the answer is simple. Just as Paul mentored Timothy, we walk alongside our client in a committed, personal relationship.

We're right beside you. We use our years of experience. We mentor. We coach. We are 'hands on' and show you by example. We invest in your life so that you may excel in the work of donor relationships.

Whether in Christian education, missions, ministries, or nonprofit, our reward is to see you fulfill your vision by connecting people who share in God's dream. We are seeing results all over the world.

The joy of the Lord is literally on our faces when we roll up our sleeves and go to work for you.

And, together we see God change the world.

Learn more about capital campaigns, capacity building, annual fundraising strategies, development team mentoring, and major donor solutions on [our website](#).



Energy, expertise, and engagement have been the hallmarks of our relationship with The Timothy Group. Their Pre-Campaign Study provided excellent data for developing our campaign. Their mentoring has strengthened our team. TTG puts the fun in fundraising.

Dr. Jules Glazer, President
Tabor College, Hillsboro, KS