

Developing Capital Campaigns

- Why you should -- or should not -- conduct one -- and the critical factors necessary to produce a successful campaign.

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Session Presenter and Disclosures



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Financial

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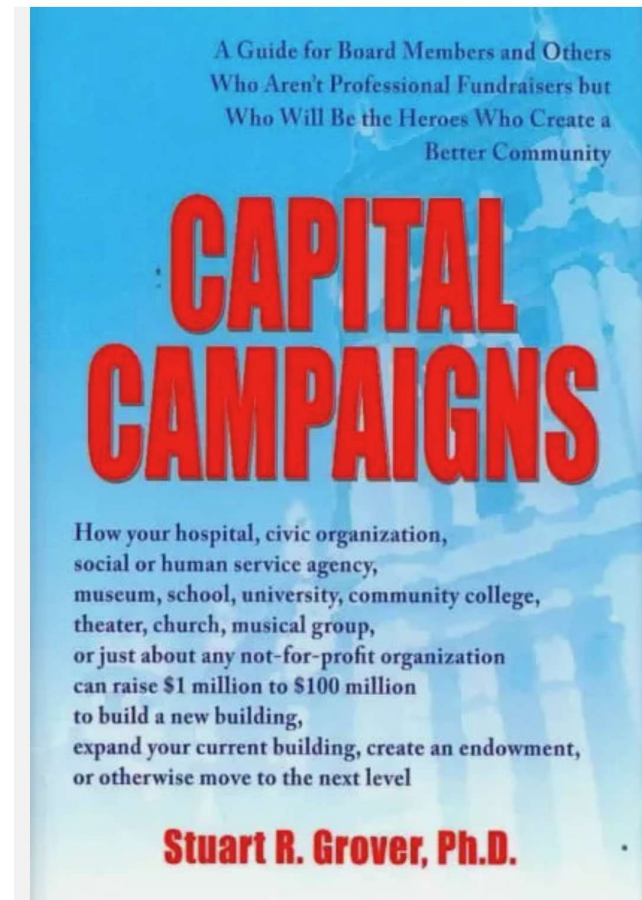
Non-Financial

Volunteer roles: Board Member, Lead Adaptive Ski Instructor, and Educator with Move United

Resources

Capital Campaigns

by Stuart R. Grover, Ph.D.





Capital Campaigns: *Why and* Why not?



- Campaigns can transform organizations and communities for the better, but they are not for the faint of heart.
- Running a capital campaign is like taking on an additional business to run – while you're still running your current business.
- There are many good reasons to conduct a campaign – and there are many good reasons to not do so, too.



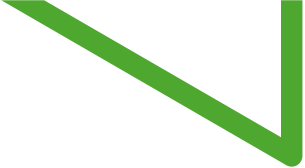
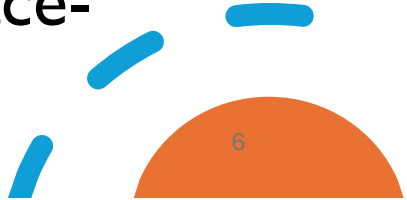
Learning Objectives

1. Review six capital campaign truisms and help leaders know what to expect from conducting a successful campaign.
2. Review a typical campaign timeline and flow.
3. Respond to comments and questions from the above.



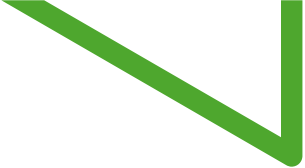

Six Capital Campaign Truisms: 1-3



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1. Most charitable gifts comes from living individuals, not businesses.
 2. Campaigns are governed by the “Rule of 12” – about half of the money for a campaign comes from a dozen gifts.
 3. The most effective way to raise money is for volunteers to ask people they know for gifts face-to-face.
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Six Capital Campaign Truisms: 4-6

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4. It takes money to raise money.
 5. Money comes from people your organization already knows and who know you.
 6. Public relations efforts seldom raise money by themselves.
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Campaign Timeline and Flow





Pre- Campaign Planning

1. Clarify Objectives

2. Working goal

3. ID and engage prospects

4. Draft case for support

5. Engage leaders

6. Select consultant



Feasibility Study



Engage
consultant



Assess
readiness



Interview
donors



Recommend
plan



Plan Campaign



Board
approves
campaign



Enlist
campaign
committee



Determine
working goal



Revise case
for support



Donor
recognition
plan



Timeline and
policies



Solicit Gifts



Top down
Inside out



Solicit
board



Solicit
campaign
committee



Solicit
largest gifts

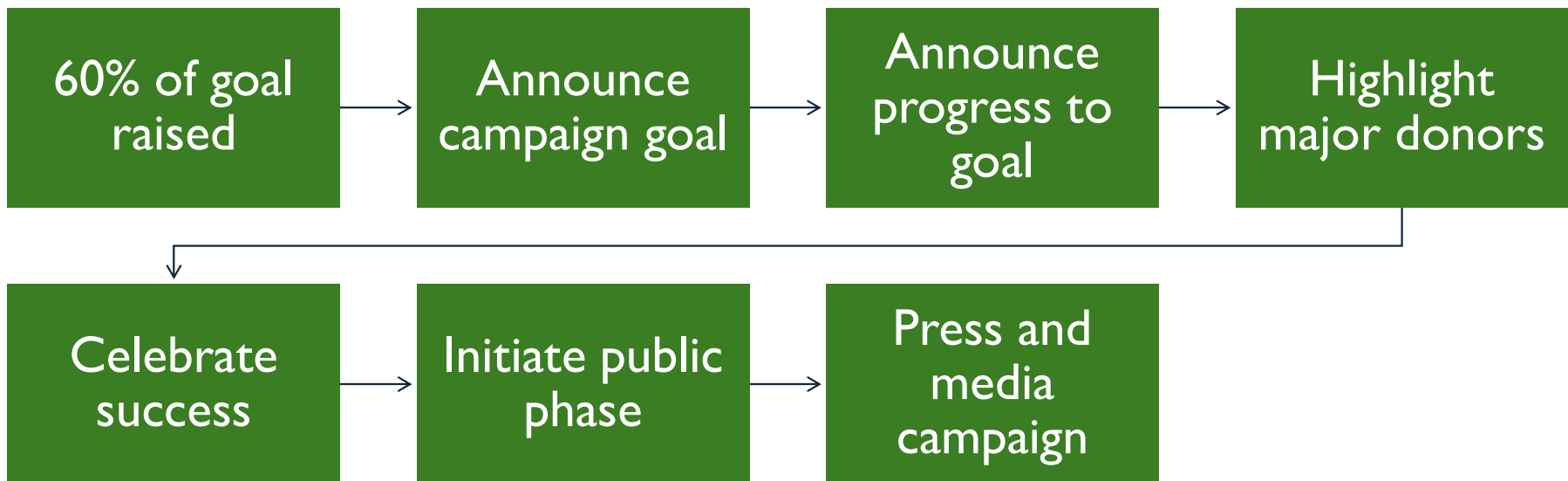


Review
and revise
goal



Plan
campaign
kick-off

Campaign Kick-off





Solicit Lower Level Gifts



Solicit mid-level gifts



Solicit broad-base gifts





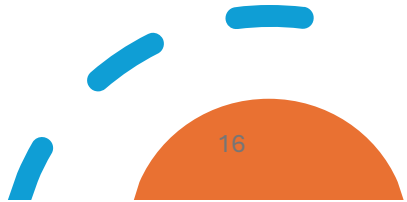
Donor stewardship




Celebrate!



Follow through

- Deliver on your vision
 - Finalize naming
 - Install plaques
 - Thank donors
 - Show donors impact
 - Accounting systems
 - Final campaign report
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Q & A