



Growing Leaders
for
Global Gospel Impact



[www.abhe.org/
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Capital Campaign: Turning Your Dreams into Reality

Presenter
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WORKSHOP OVERVIEW

Capital campaign – the true test of an institution’s development strength. Successful campaigns don’t happen by accident. There’s an art and science campaign leaders should know and follow. Study the time-tested blue-print of campaigns. Grasp the flow. Understand the necessary preparations. Lead your institution to success.

Wednesday, February 8

8:30 – 9:30 Session 1 — Laying the Groundwork for a Successful Campaign

- A compelling case
- A smart plan
- Committed leaders
- Willing volunteers
- Prepared donors

9:30 – 10:00 Q & A Discussion

10:00 – 10:30 Refreshment Break

10:30 – 11:30 Session 2 — Testing Your Assumptions with a Feasibility Study

- How does your constituency view your ministry?
- Do your donors believe in your project?
- Is your campaign goal attainable?
- Can you identify donors and volunteers who will help?
- Does your staff have the skill, time and resources to be successful?

11:30 – 12:00 Q & A Discussion

12:00 – 1:00 Lunch on your own

1:00 – 2:00 Session 3 — The Quiet Phase of a Campaign

- Creating campaign materials
- Engaging board, staff and volunteers
- Soliciting leadership gifts
- Avoiding common mistakes
- Maintaining momentum and focus

2:00 – 2:30 Q & A Discussion

2:30 – 3:00 Refreshment Break

3:00 – 4:00 Session 4 — The Public Phase of a Campaign

- Recruiting committee members
- Public phase timing and strategies
- Maximizing kick-off events
- Targeting mid-level major and general donors
- Follow up and follow through

4:00 – 4:30 Q & A Discussion

4:30 – Dinner on your own