



Capital Campaign & Major Donors . . . Getting It Right

Presenter — Pat McLaughlin • President, The Timothy Group

8:30 – 9:30

Assessing Your Campaign Readiness

- ▶ Contagious Vision and Mission
- ▶ Strong & steady leadership
- ▶ Good donor contributions track record
- ▶ Compelling need

9:30 – 10:00

Q & A Discussion

10:00 – 10:20

Refreshment Break

10:20 – 11:20

Leveraging the Power of a Feasibility Study

- ▶ What you must learn from a feasibility study
- ▶ The wisdom of professional guidance & counsel
- ▶ Measuring risks and expanding faith
- ▶ The essentials of a good study

11:20 – 11:40

Q & A Discussion

11:40 – 1:00

Lunch – On your own

1:00 – 2:00

The Blueprint for a Successful Campaign

- ▶ A step by step plan
- ▶ Getting organized
- ▶ Common mistakes and how to avoid them
- ▶ Setting goals that are reachable
- ▶ The basics of a campaign gifts table
- ▶ Early leadership engagement
- ▶ Knowing when to go public

2:00 – 2:30

Q & A Discussion

2:30 – 3:00

Refreshment Break

3:00 – 4:00

Cultivating and Soliciting Major Donors

- ▶ Board and presidential leadership
- ▶ Naming and lead gifts
- ▶ Major donor research
- ▶ Donor screening and solicitation assignments
- ▶ Follow up and follow through

4:00 – 4:30

Q & A Discussion

4:30 –

Dinner & Fellowship – On your own

