Laying the Groundwork for a Successful Campaign

Pat McLaughlin, President and Founder

The Missing Element

Vision + Skills + Incentives + Resources + Action Plan = Change
Vision + Skills + Incentives + Resources + Action Plan = Confusion
Vision + Skills + Incentives + Resources + Action Plan = Anxiety
Vision + Skills + Incentives + Resources + Action Plan = Gradual Change
Vision + Skills + Incentives + Resources + Action Plan = Frustration
Vision + Skills + Incentives + Resources + Action Plan = False Start

How do you know if you are ready for a campaign?

Is Your Annual Fund Growing?

Will you end the fiscal year in a stronger position?

Is your Endowment Fund Growing?

Will you be prepared for the future?

How will a Capital Campaign impact your annual fund?

Is it possible to manage two fundraising efforts at the same time?
Does Your College have a Reputation of Trust and Achievement?

Unified Board

They are Ultimately Responsible for the Campaign’s Success!

Fundraising Starts With Vision

Where are we now?

Where are we going?

How are we going to get there?

Donors will Only Support What They Understand

How Do You Develop a Compelling Case?

A Vision from God

What’s Your President’s Grand Ambition and Legacy?
4 Helpful Questions

a) What are we doing right that we should amplify?
b) What is wrong that needs to be fixed?
c) What is missing that needs to be created?
d) What is confusing that needs to be clarified?

Your Message Must Be On Point!

Your Mission – Why Do You Exist?
Your Vision – Where Are You Going?
Your Core Values – What Makes You Unique?
Your Results – What Do You Accomplish?
Your Financial Need – Why Should I Give?

A Compelling Case

Your campaign must solve urgent problems and answer pertinent questions

Why This?
Why Now?
Why is This Plan Credible?
Why Me?

Include Something for Everyone

Personnel
Program
Property

Major Gifts Require 3 Components

Head
Heart
A Call to Action!

ask!
As the years went by, my teammates and I began to notice that the primary reason we were making significant progress as a church was that we had enough people making "bold moves." They were thinking fresh thoughts, pioneering cool new programs, and trusting God to accomplish significant kingdom-building activity in their midst. What has been true for us is true for you, you will never take big hills without making bold moves.

Bill Hybels, Axiom: Powerful Leadership Proverbs
5. Strong Interpersonal Skills
Having fun along the way, while building relationships and getting the job done.

6. High Capacity to Tolerate Ambiguity
The ability to press forward 110%, even though you may not have 100% of the plans in place.

7. Ability to Influence, Inspire and Motivate
Encouraging the whole team to get excited about achieving the goal together.

8. Ability to Identify, Cultivate, Nourish, and Steward Meaningful and Beneficial Relationships
Professionally and Personally

9. Ability to Take a Good Idea and Make it a Great Reality
The vision to see what can be developed and leading the team to execute the action plan.

10. Ability to Ask!!!!!!!
If you have done the work, you have earned the right to ask.
How will you reprioritize your time and attention for the campaign to succeed?

**President**
- Board Relationships
- Top 25 Major Donors

**VP for Advancement**
- Identify
- Cultivate
- Ask the next 75 major donors

**Regional Gift Officer**
- Identify
- Cultivate
- Ask 150 major donors

**Accountability Metrics**
- Weekly Goals
- Monthly Goals
- Annual Goals