

ABHE 2020

Planning for a Highly Effective Capital Campaign

Session 2 – Understanding the Design and Flow of a Capital Campaign

Pat McLaughlin, President

The Timothy Group - Grand Rapids, MI

1. Campaign Conundrums

- a. **“We made too many wrong mistakes.”**
- b. **Three groundbreaking – no building.**
- c. **Limited board member involvement.**

2. The Critical Path to Campaign Success

a. Compelling Case

- i. What is your grand ambition?
- ii. Include personnel, program and property

b. A Smart Plan

- i. Pre-Campaign Study
- ii. Quiet/Leadership Phase
- iii. Public Campaign
- iv. Campaign Maintenance

c. Committed Leaders

d. Willing Volunteers

e. Prepared Donors

3. The Quiet/Leadership Phase

a. Recruit Campaign Chair

b. Organize a Campaign Leadership

- i. Spiritual Emphasis
- ii. Major Gifts
- iii. General Gifts, Events, and Alumni
- iv. Marketing and Communication
- v. Gifts-in-Kind
- vi. Estate Design

c. Design Solicitation Materials

d. Recruit Campaign Volunteers

- i. Volunteers can identify donors, cultivate relationships and ask for gifts.
- ii. Volunteers can open new doors that staff cannot.
- iii. Friends asking friends is the strongest major donor strategy.

4. Public Campaign

a. Campaign Kick-Off Event

b. Public Campaign Strategies

- i. Personal Solicitation
- ii. Events – Not just alumni events... donor events.
- iii. Website
- iv. Direct Mail

5. Major Donor Centric

- a. The Best Event – A few key couples meeting in a living room.**
- b. Get to know your major donors!**

6. Two Reasons Campaigns Stall

- a. Not Enough Major Donors**
- b. Not Enough People Asking**

7. Campaign Maintenance

- a. 36-month pledged payments**
- b. Report campaign progress.**
- c. Continue to tell success stories.**
- d. Cast a vision for the future.**

8. ABC's of a Capital Campaign

- a. Ask tough questions.**
- b. Believe in your case.**
- c. Campaign for all You're worth.**
- d. Do it again – only bigger!**