1. Campaign Conundrums
   a. “We made too many wrong mistakes.”
   b. Three groundbreakings – 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!