Essentials for an Effective Capital Campaign

Pat McLaughlin
President & Founder
If you don’t know where you’re going you’re liable to end up somewhere else.

Yogi Berra, Philosopher
Fundraising Facts
Bigger Dollars Add Up Faster
Fundraising Facts

You’ve Got to Fish in the Right Ponds
PATH TO SUCCESS

- Compelling Case
- Smart Plan
- Committed Leaders
- Willing Volunteers
- Prepared Donors
PATH TO SUCCESS

COMPELLING CASE

• Your campaign must solve urgent problems and answers to pertinent questions.
• Consider the 3P’s: personnel, program, and property.
• Donors want to know the why of your campaign.
PATH TO SUCCESS
4 Campaign Phases

(1) Pre-Campaign Study
(2) Quiet/Leadership
(3) Public Campaign
(4) Fulfillment
PATH TO SUCCESS
PRE-CAMPAIGN PHASE

• Write and design compelling a case statement.
• Customize your donor survey to collect key information.
• Ask key questions:
  • Would you consider contributing to this campaign over the next 3 years, over and above your current giving?
  • Please estimate the amount you might consider giving.
  • Would you serve as a volunteer?
PATH TO SUCCESS
QUIET/LEADERSHIP PHASE

• Recruit campaign leadership.
• Organize the capital campaign team.
• Design solicitation materials.
“Prayer is my first advice. Prayer is my second suggestion. And prayer is my third suggestion.”

Dr. Billy Kim
Major Gifts Team
Leadership Proposal

Design Solicitation Tools

Durham Rescue Mission
900 E. Main St.
Durham, NC 27702
919-343-9540
www.durhamrescue.org

MENDING SHATTERED LIVES SINCE 1974
Fundraising is a Team Sport

President
Board Members
Development Team
Faculty & Staff
Major Donors
Volunteers
Fundraising Focus

A campaign is a series of individual campaigns with 10 to 100 of your most capable donors.
Solicitation Strategies

- **Gold**
  - One to One
  - Personal Visits

- **Silver**
  - One to Few
  - Home Gatherings

- **Bronze**
  - One to Many
  - Banquet/Mail
PATH TO SUCCESS

Campaign Gifts can be 10 to 25 times annual gifts
PATH TO SUCCESS
QUIET/LEADERSHIP PHASE

2 Reasons CAMPAIGNS STALL

• Not Enough Donors
• Not Enough Asking
PATH TO SUCCESS
PATH TO SUCCESS
PUBLIC PHASE STRATEGIES

- Personal Solicitation
- Events
- Web/Media
- Direct Mail
Not Just Events...
DONOR EVENTS
PATH TO SUCCESS
FULFILLMENT

• Secure 36-month pledge payments.
• Report campaign progress.
• Continue to share success stories.
• Cast vision for the future.
PATH TO SUCCESS
COMMITTED LEADERSHIP

Board involvement is KEY!

• Host friend-raising events.
• Invite friends to (virtual) events.
• Present at local churches.
• Introduce major donors.
PATH TO SUCCESS
COMMITTED LEADERSHIP

Board involvement is KEY!

• Share/post via email and social media.
• Seek foundations, corporations, & businesses.
• Thank major donors by phone (virtual) call.
• Hand-delivery of receipts.
PATH TO SUCCESS

WILLING VOLUNTEERS

• Be volunteer-led, not staff driven.
• Volunteers willing to identify donors, cultivate relationships, and ask for gifts.
• Friends asking friends is the strongest donor strategy.
• Remember those offering to volunteer as marked on your donor survey.
The Best Events
SMALL GATHERINGS IN HOMES
PATH TO SUCCESS
PREPARED DONORS

- Key major donors are ready to give.
- Personal relationships inspire donors to give.
- Name storming can be a helpful tactic.

90% of your capital campaign dollars may come from 10% of your donors!
THE DONOR CYCLE

1. RESEARCH
2. REQUEST
3. RELATIONSHIP
4. RECOGNIZE
5. RECRUIT
6. REPORT
DONOR ENGAGEMENT RESEARCH

- Who do you know?
- Utilize the Link – Interest – Ability method.
- Look for stewardship focus, heart for ministry, appreciation for the work you do, and relationship openness.
Beware of stereotyping donor prospects.

“Old Clyde” Types
DONOR ENGAGEMENT RESEARCH

- Segment your donor list.
- Identify your Top 50 – 100 donors.
- Utilize the Top 10 – Next 20 method.
- Conduct a wealth asset screen.
DONOR ENGAGEMENT

RELATIONSHIP

• The donor relationship is a marriage between your mission and their values.

• CULTIVATE! CULTIVATE! CULTIVATE!
## Gifts Chart

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<th>Gift Amount</th>
<th># Gifts</th>
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Top 8 gifts account for two-thirds of the goal.

Top 20 gifts are almost 80%.

1.8% gave 80%.
Barclay College

- Fine Arts $7.9M
- Nursing Program $800K
HOLY BOLDNESS

"Once we are prayerfully committed to placing our whole trust in God, and have become clear that we are concerned only for the Kingdom; once we have learned to love the rich for who they are rather than what they have; and once we believe that we have something of great value to give them, then we will have no trouble at all in asking someone for a large sum of money."

~Henry Nouwen~