Feasibility Study to Funding: Can Our Capital Campaign Be Successful and How Will We Make That Happen?

Rick Blain, CFRE

RICHARD R. BLAIN & ASSOCIATES
consultants in philanthropy

For

Enterprise Bank
CREATE SUCCESS
Why do people give to a particular institution or organization?

PGTPFP™
What motivates one to give?

- Case for support
- Benefits
- The ASK

PGTPFP™
Secondary Motivators

- Pledges vs. Outright Gifts
- Gift Vehicles
- Recognition & Naming Opportunities
- Challenge Gifts
- Promotional Materials

Ask me about the NY Philharmonic,
Andrew Carnegie & $60,000
Capital Campaigns: Four Footings

Case

Leadership

Sources

Plan
Needs

What do you need to raise funds for?

Why do you go to the hardware store?

PGTPFP™
Types of “Capital” Campaigns

- Traditional
- Endowment
- Debt Reduction
- Comprehensive
Feasibility Study

Testing the Case for Support
Do we need a feasibility study?

"Going into a campaign without careful examination is comparable to rushing into surgery without a thorough probing and exploration (examination).“

Jerry Panas
Feasibility Study

- Appealing
- Achievable
- SWOT
- Leadership
- Lead donor(s)
- Major Gift Prospects
- Timing
80/20 Principle

DONORS

DOLLARS
Campaign Gift Pyramid

$5,000,000

1 @ $500,000
2 @ $250,000
3 @ $150,000
4 @ $100,000
Etc.
Typical Campaign Phases

- Planning & Preparation
- Leadership Giving: “A Quiet Phase”
- Major Gifts: “A Quiet Phase”
- General Solicitation: “The Public Phase”
- Celebration & Implementation
Planning & Preparation

- Based upon feasibility study
- Developing the Case Statement
- Revising the Gift Pyramid
- Collateral Materials
- Enlisting Campaign Counsel
- Recruiting & Training Campaign Leadership
- Ensuring Adequate Staffing
- Preparing the Budget
Always Personal

- Leadership Giving: Face-to-Face
- Major Gifts: Face-to-Face & Small Groups
- Public Phase: Expanded methods

PGTPFP™
Always Personal

Emotion vs. Intellect
To have a successful capital campaign . . .

You first must have a strong, successful annual fund . . .

Not necessarily, but . . .
The Four Footings Must Be In Place

- Case
- Leadership
- Sources
- Plan
The Four Footings: Sources

- Individuals
- Corporations
- Foundations
- Organizations
Identifying & Qualifying MGPs

- Donor database
- Board
- Campaign Cabinet
- Staff
- Peer Screening
- Electronic Screening
- Prospect Research
The Four Footings: Leadership

- Board Role
- CEO Role
- Campaign Cabinet: Campaign Leadership
The Four Footings: The Plan

- Achievable Goals/Objectives
- Commitment of institutional/organizational leadership
- The first three footings
- Campaign Counsel
- Projected Timeline
- Budget

Plan
Advantages of a Campaign

- Expand Awareness
- Build Community
- New Leadership
- New & Important Relationships
- Broaden Base of Support
- Positioning for Future Growth
The “Down-Side”

- Long & Arduous Work
- Stretching the Staff
- Potential for Donor & Volunteer Fatigue
- External Conditions Not Within Our Control
Defining Success

What if we don’t quite reach our goal?
Can Our Capital Campaign Be Successful and How Will We Make That Happen?

Some Key Questions:

- Is the campaign necessary?
- Do we have the resources? (four footings)
- Is our case for support compelling enough?
- Is our leadership fully committed?
- Is our goal achievable?
If you remember nothing else . . .

PGTPFP™

Thank you for your attention and participation . . . Rick