



# International Public Library Fundraising Conference

## **Conducting a Capital Campaign: Six Steps for Success**

Presented by:

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## **Build Your Future Network**

Presented by:

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# Strategic Plan

Your organization's Strategic Plan must be in place and must address the need and a desire of a Capital Campaign.

Turn Plans into Dreams!

# *Are You Ready?*

Organizational Commitment

Leadership - Volunteer and Professional

Existing Development Program

Major Gifts Program

Expertise

Credibility

Organizational Stability

Financial Stability

Communications Capability

# Step 1 - Planning

Start by asking two questions:

- ❖ What problem are you trying to solve?
- ❖ What benefit are you trying to provide?

First steps in developing the campaign's **Case for Support**

# Planning

- Steering/Planning Committee – who is on it?
- Determine Capital Project
- Graphic Illustrations/Designs
- Preliminary Campaign Goal
- Table of Gifts/Donor Pyramid
- Budget
- Timeline Creation
- Campaign Structure
- Begin to Develop Prospect Lists

## *Table of Gifts to Raise \$12 million*

Size of Gifts	Number Needed	Total	% of Goal
<u>Leadership Gifts</u>			
\$2,000,000	1	\$2,000,000	16.7
1,500,000	1	1,500,000	12.5
1,000,000	1	1,000,000	8.3
500,000	4	2,000,000	16.7
250,000	6	1,500,000	12.5
	<b>13</b>	<b>8,000,000</b>	<b>67%</b>
<u>Major Gifts</u>			
100,000	18	1,800,000	15.0
50,000	20	1,000,000	8.3
25,000	20	500,000	4.2
10,000	25	300,000	2.5
5,000	50	250,000	2.1
	<b>133</b>	<b>3,850,000</b>	<b>32%</b>
<u>Community Gifts</u>			
Under \$5,000	<b>100+</b>	<b>150,000</b>	<b>1%</b>
<b>Totals</b>	<b>246+</b>	<b>\$12,000,000</b>	<b>100%</b>

# Quiet Phase of the Campaign!

# Step 2 - Testing

Test that the campaign goals are feasible

Feasibility Study

Who Conducts It?

Who Participates?

Types of Questions Asked?

Indications for success: who agrees to be interviewed and their willingness to support the campaign.



## Step 3 - Decision Making

Based on the Feasibility Study decide on:

- Campaign Readiness
- Campaign Co-Chairs/Leadership
- Committee Structure
- Financial Goal

Who Makes the Decision?

# Step 4 - Campaign Ramp Up

Revise Case for Support

Assemble Donor Lists:

Board/Transformational/Leadership/Major/Public

Donor Research

Solicitor Training

Marketing Materials

Naming Opportunities

Commitment/Pledge Letter

Thank You Letter

Gift Acceptance Policies

Reporting Procedures

# Step 5 - Solicitation

Focus on Individuals

Begin with Board followed by Top Tier Donors

Conduct Strategy Session for each Major Donor

Determine Optimal Solicitation Team

Still in Quiet Phase of the Campaign - do not publicise  
until commitments of 50-75% of the campaign

# Why People Give

Values Consistent with Organizational Mission

Self Interest

Emergencies

Who is Soliciting

# Solicitation Process

## 4 Step Process:

- Opening
- Making the Case
- Soliciting
- Closing and Follow Up

# Public Phase

## Marketing the Campaign to the General Public:

- Campaign Video
- Articles in Organization's Newsletter
- Brochures
- Mention at Public Events
- Solicitation Letter with Return Vehicle

# Step 6 - The Three Cs

Campaign Conclusion

Campaign Celebration

Campaign Collection