

**Is there a Campaign
in your future?**

Are You Ready ?

DANOSKY  ASSOCIATES

Consulting not-for-profit organizations

Engaging philanthropy ... empowering your cause

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What to Expect of a Campaign?

- They are structured and methodical in their approach
- They are in response to an urgent need
- They employ common sense
- They require commitment and determination
- They are like a marathon – with eyes kept on the finish line

People are waiting to be asked to help

It is our job to ask them

What do you need for a campaign?

- Case for Support
 - Why do you need to raise this money?
 - Why should people give?
- Donors Willing to Give
 - Initial prospect list completed
 - Rate & Review to identify best 30-50
- People Willing to Ask
 - Feasibility Study to prepare for “The Ask”

Step 1: Case for Support

A Rousing Call to Action

- Background & Need
 - Need for your project
 - Who will benefit
 - Why now?
 - Why your organization
- Proposed Initiative
 - What do you plan to do?
 - What will be the benefits
 - What would happen if you did nothing?
- Project Description
 - Description of specific initiatives.
 - What will it take to accomplish them?
 - How does it meet the need?
- Budget, Cost & Goal
 - Planning
 - Procuring Revenue
 - Architects/Contractors, etc.
 - Renovations/Upgrades
 - Equipment, furnishings

Step 2: Developing the Donor List

- Prospect Identification – analysis of donor database
 - Current donors
 - Friends & Associates
 - Individuals aligned with similar causes in the area
- Fill In The Gift Table
- Rate & Review
 - 30-50 “best donor prospects” for feasibility study

Gift Table for \$1 million (assuming a few large gifts)

Gift Level		Number of gifts		Total
\$250,000		1		\$250,000
\$100,000		2		\$200,000
\$50,000		3		\$150,000
\$25,000		8		\$200,000
\$10,000		10		\$100,000
		24		\$1,000,000

Gift Table for \$1 million (assuming fewer large gifts)

Gift Level	Number of gifts	Total
\$100,000	1	\$100,000
\$50,000	3	\$150,000
\$25,000	8	\$200,000
\$10,000	20	\$200,000
\$5,000	20	\$100,000
\$2,500	40	\$100,000
\$1,000	100	\$100,000
\$500	100	\$ 50,000
	292	\$1,000,000

Gift Table for \$2 million

Gift Level		Number of gifts		Total
\$500,000		1		\$500,000
\$250,000		1		\$250,000
\$100,000		2		\$200,000
\$50,000		4		\$200,000
\$25,000		10		\$250,000
\$10,000		15		\$150,000
\$5,000		20		\$100,000
\$2,500		50		\$125,000
\$1,000		125		\$125,000
500		200		\$100,000
		428		\$2,000,000

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Gift Table for \$3 million (assuming smaller gifts)

Gift Level		Number of gifts		Total
\$500,000		1		\$500,000
\$250,000		2		\$500,000
\$100,000		4		\$400,000
\$50,000		10		\$500,000
\$25,000		15		\$375,000
\$10,000		25		\$250,000
\$5,000		25		\$125,000
\$2,500		100		\$250,000
\$1,000		100		\$100,000
		282		\$3,000,000

Gift Table for \$9 million campaign

It is recommended that there are potentially three prospects for each gift level, particularly at the higher levels.

Gift Level		Number of gifts		Total
2,000,000		1		2,000,000
1,000,000		2		2,000,000
500,000		4		2,000,000
250,000		6		1,500,000
100,000		5		500,000
50,000		8		400,000
25,000		10		250,000
10,000		25		250,000
5,000		20		100,000
Total		248		9,000,000

Step 3: Recruit Leadership

- Board Buy-In
- A Leadership/Steering Committee to steer the campaign during its planning phase
- The potential to attract leadership to chair the campaign – either from within or without the board
- Willingness to engage in cultivating and – later - soliciting donors.

The Feasibility Study

- Why:
 - Assess readiness to undertake a campaign
 - Test campaign assumptions – case, leadership, prospects
 - Mitigate the risk of not being able to raise the money
- How
 - Define objectives
 - Select individuals to interview
 - Send Case for Support with invitation to participate in study
 - Consultant conducts confidential interviews (20-50)
- What
 - Feedback on your organization
 - Feedback on Case
 - Indication of willingness to support campaign and at what level

The Results of Feasibility Study

- **Deliverables:**
 - Recommendation on whether to proceed with a campaign
 - Identification of areas which need to be refined, changed or further developed
 - Identification of potential leadership
 - Projection of reasonable campaign goal
 - Plan of action to raise the money you need

Time Line

- Months 1 & 2 – CDO leads; consultant guides; input from Steering Comm.
 - Prepare Case for Support
 - Review, evaluate and identify individuals who will be interviewed
- Month 3 – CDO; CEO; Board; Consultant
 - Finalize the Case
 - Rate & Review Session to finalize donors to be interviewed
 - Confirm feasibility objectives, determine feasibility questions, prepare materials, including introductory letters
- Month 4 & 5 - Consultant
- Conduct Feasibility Study
- Month 5 & 6 - Consultant
- Final Report
- Recommendation regarding implementation of campaign plan

Are You Ready?

CASE FOR SUPPORT

- Why are you a worthy organization?
- What are you trying to achieve?
- Who will benefit – how will the world be better?
- What – specifically – will you do?
- What will it cost?

DONOR PROSPECTS

- Prepare an organizational gift table
- Based on your gift table – who has the potential?
 - Annual Gift X 2 X 5 = Campaign
- Fill in the Boxes
- What do you need to do to cultivate them prior to the feasibility study?

Board Assessment

- Leadership on Board ?
- Steering Committee potential
- Do they understand the need – the case for support
 - Are they behind it?
 - Can they articulate it?
- Do they understand the process?
- Will they identify potential prospects?
- Will they participate in the Rate & Review?
- Will they inform/cultivate people they know?

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