

Taking Your Capital Campaign Public

Presented by:

L. Scott Schultz, Schultz &
Williams

Daryl Twerdahl, St. Vincent Meals
on Wheels

Kelly Resinger, Please Touch
Museum



Schultz & Williams

development, management, marketing

325 Chestnut Street, Suite 700
Philadelphia, PA 19106

215-625-9955 phone
215-625-2701 fax

www.schultzwilliams.com

Background

- Campaign success is determined primarily through major gifts
 - 90/10 Rule
 - Top-down/Inside-out process
 - Income vs. Assets

Amount of Gifts	Gifts Needed	Prospects Needed	Total	% of Goal
\$5,000,000	1	3	\$5,000,000	16.67%
2,500,000	2	6	5,000,000	16.67%
1,000,000	6	18	6,000,000	20.00%
500,000	8	24	4,000,000	13.33%
250,000	12	36	3,000,000	10.00%
100,000	25	75	2,500,000	8.33%
50,000	40	120	2,000,000	6.67%
25,000	50	150	1,250,000	4.17%
10,000	60	180	600,000	2.00%
Other	Many	Many	650,000	2.17%
Total			\$30,000,000	100%

Background

- What's different about a capital campaign?
 - Compelling
 - Goal-driven
 - Timeline
 - Volunteer involvement



Why Go Public?

- Meet campaign revenue goal
- Increase giving from annual fund donors and members
- Increase donor base
- Build grassroots support for project
- Build awareness for project and organization
- Lift spirits, fight fatigue, rejuvenate stalled campaign



Determine your goal

- Why are you going public?
- What type of campaign is this?
 - Bricks and Mortar
 - Endowment
 - Program
 - Comprehensive
- What type of gifts are you accepting?
 - Cash, stocks, etc.
 - Pledges – length/minimum amount?
- Revenue goals
- Budget
 - Includes: Contact costs (mail, telemarketing, copywriting, design, recognition costs, ongoing communications, etc.)



Define Your Offer

- Utilize campaign goal, timeframe, matching gifts, challenge grants
- Create discreet giving levels including levels below current campaign opportunities
- Look for creative opportunities to recognize and engage these donors
- Add other recognition and benefit opportunities
 - One-time recognition in publications
 - On-going recognition on website
 - Campaign newsletter
 - Invitation to grand opening party



Define your audience

- Campaign prospects not able to be solicited
 - Couldn't get appointment
 - Ran out of time
- High-dollar annual fund donors
- Mid-level annual fund donors
- Frequent, long term donors
- Higher-dollar, more frequent, recent lapsed donors
- In-house prospects
- Cold prospects



Segment your audience

- What type of ask you are making to each donor group
 - Capital
 - Annual Fund
 - Endowment
- Level of ask
- How you are making the ask
 - Mail
 - Phone
 - Online
 - Multi-Channel

Using a combination of mail, telemarketing and online communications can boost response by 300%



Market Your Campaign

- Be consistent with campaign identity and theme
- Donor newsletters
- Cultivation prior to solicitation
- Inserts into acknowledgements
- Onsite promotion
- Local press opportunities
- Online marketing strategy
 - Consistent branding
 - Make sure you can give to the campaign online!
 - E-mail updates
 - FAQs
 - Video

Don't forget:

Nearly 2/3 of donors visit an organization's website before they make a gift—even current donors!

\$1,000+ donors are just as likely to donate online

Next Steps

- Campaign Analysis
 - Look for donors who have major gift potential
 - Resolicit, when appropriate
- Use the campaign to begin—or increase—your major donor fundraising program
 - Celebration/opening events
 - Final report
 - Recognition
- Take advantage of increased annual giving in future solicitations



Thank you.

- For a hard copy of this presentation, please contact Melissa Weigel (mweigel@schultzwilliams.com or 215-625-9955, ext. 112).



Schultz & Williams
development, management, marketing

For more information...



Schultz & Williams

development, management, marketing

325 Chestnut Street, Suite 700
Philadelphia, PA 19106

215-625-9955 phone
215-625-2701 fax

www.schultzwilliams.com
mail@schultzwilliams.com

To contact the author of this
presentation:

Scott Schultz
215-625-9955 x 110
sschultz@schultzwilliams.com



Schultz & Williams

development, management, marketing