

Capital Campaigns

Fundraising For the Big Items: Renovations, Buildings, Major New Initiatives, Endowments

Day-by-day, year-by-year fundraising is one thing, and is challenging enough. A capital campaign is quite another thing. When organizations face that very large, once-in-a-decade or once-in-a-generation need, they generally find themselves at a crucial turning point in their history. A successful campaign can open up a whole new world of impact and effectiveness. A failed campaign can cut a big wound that might be difficult to recover from.

What's involved?

Every organization is different, and every campaign is different, but most successful capital campaigns include these elements.

1. Develop a *Case Statement*.
2. Conduct a feasibility study.
3. Organize campaign leadership, teams, and committees.
4. Prepare campaign theme, graphics, literature, media, and other promotional resources.
5. Conduct the "silent" campaign with major donors.
6. Launch the public campaign. Seek pledges.
7. On-going communication, follow-up, contacts, and events.
8. Address challenges, opportunities, and issues along the way.
9. Celebrate achievement of the goal!

Who does all this work?

Most campaigns make extensive use of volunteers, operating through an organized set of teams or committees, led by a steering committee or leadership team, led by a campaign chair. The organization CEO, development department, and other staff play essential roles. There are two constraints here. Volunteers can do a lot, but they are limited. Organization staff can do a lot, but they already have full-time jobs. An outside consultant brings special expertise, skills, knowledge, abilities, and experience.

When a campaign hires outside help, important tasks that get done that otherwise would not, and the work is done better and smarter, for better results.

How do we get this?

Michael is a simple, one-man shop. That means he's a bargain, but also that he has limits. Smaller campaigns hire him as their main consultant. Larger campaigns hire him for specific tasks, where he helps implement plans developed with the help of a larger consultancy.

- + Standard timeframe: Campaigns often stretch over two or three years, but there are some periods in the process of more intense activity, such as preparing for the initial, public launch.

If this sounds interesting to you, please contact Michael for a no-obligation, initial conversation.



Michael Jaffarian is a consultant to nonprofits, with an emphasis on research. He served as the executive director of a thriving nonprofit in Singapore, has worked as a professional researcher for 30 years, and has written and published 130+ articles and book contributions in the field. Michael helps nonprofits thrive and change the world!

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