

# CAPITAL CAMPAIGNS:

## A STEP-BY-STEP GUIDE

### STEP #2: PRE-CAMPAIGN PLANNING

- ☐ Finalize case for support, campaign strategy and timeline
- ☐ Secure and train campaign leadership
- ☐ Prepare major and lead gift prospect list
- ☐ Create collateral
- ☐ Ensure operational infrastructure

### STEP #4: PUBLIC APPEAL

- ☐ Clean and segment database
- ☐ Create collateral / appeal systems
- ☐ Develop community giving initiatives
- ☐ Execute PR and media plans
- ☐ Acknowledge gifts

### STEP #1: FEASIBILITY

- ☐ Create and test case statement
- ☐ Identify volunteer leadership
- ☐ Identify lead and major gifts
- ☐ Ascertain campaign goal and duration
- ☐ Create buy-in and ownership

### STEP #3: CAMPAIGN IGNITION

- ☐ Solicit lead and major gifts
- ☐ Mobilize, energize and direct volunteers
- ☐ Create gift strategies
- ☐ Accountability partner
- ☐ Sustain volunteer momentum and focus
- ☐ Create a gift acknowledgement system

### STEP #5: CAMPAIGN DEDICATION

- ☐ Install donor signage
- ☐ Hold VIP and community dedications
- ☐ PR and media consult
- ☐ Transition to on-going development program
- ☐ Sustain campaign success and momentum