
Capital Campaigns:

The 4 Things You Need to Have in Place Before You Launch

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 - **Strength-Based Messaging:** How to Accelerate Impact Through Inclusivity
 - **Demystifying Cryptocurrency:** How Crypto Giving Works and Why It's Important

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Webinar Logistics

- Recording
- Survey
- Approved for 1.0 CFRE credit
- Listen-only mode
- Chat is open
- To ask a question, please use the Q&A function/icon
- Join us on Twitter!

Today's Presenters



**CHIEF BUSINESS ENTERPRISE
OFFICER**

Karen Rotko-Wynn, CFRE



VICE PRESIDENT

Rachel Krinsky

Today's Agenda



Welcome



Q&A from Audience



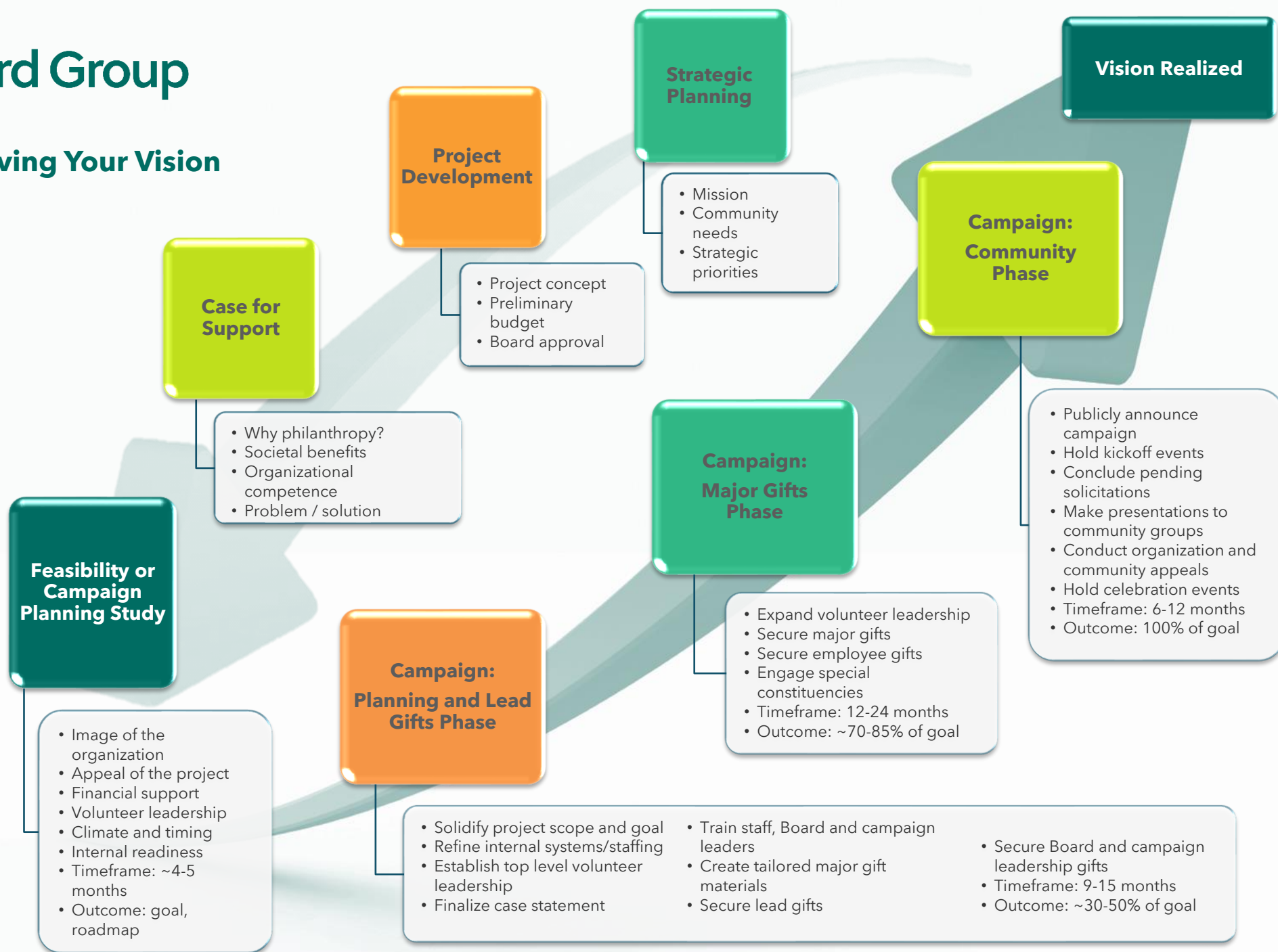
The 4 Things Revealed



Wrap-Up

POLL: Where are you in planning for a capital campaign?

Achieving Your Vision



1. Planning and Vision



- Mission
- Vision
- Values
- Strategic Priority
- Goals and outcomes
- Objectives



2. Project Development



- Project concept
- Preliminary Budget
- Board endorsement and approval



3. Articulate Value Proposition, Societal Need and Proposed Solution



- Demonstrate organizational competence
 - Solid Footing
 - Fiscally Responsible
 - History of meeting societal needs
 - Demonstrated fundraising and stewardship success
- What are the needs that are currently not being met?
- How is your organization uniquely positioned to meet this need?
- How will this project, once realized, impact or benefit the people you serve?
- What will it cost?

Case Prospectus



- Describe the project
- State the case for the project's aim, purpose and mission
- Articulate why this must occur
- Illustrate how the change will occur
- Demonstrate how philanthropic support will make this possible and show the impact it will have on the lives of people you serve

4. Launch the Study



Organizational Alignment

- Clarify the study process and confirm timelines.
- Define roles and responsibilities.
- Identify potential donors and community members for stakeholder engagement.

Case Prospectus

- Articulate your vision and strategic priorities.
- Convey the urgency
- Communicate impact
- Elevate philanthropic opportunities available

Activities

- Engage key staff and volunteers
- Confirm the vision and the strategic direction
- Present your vision for the future to community members, prospective donors and leaders
- Solicit feedback to inform key messages

Results

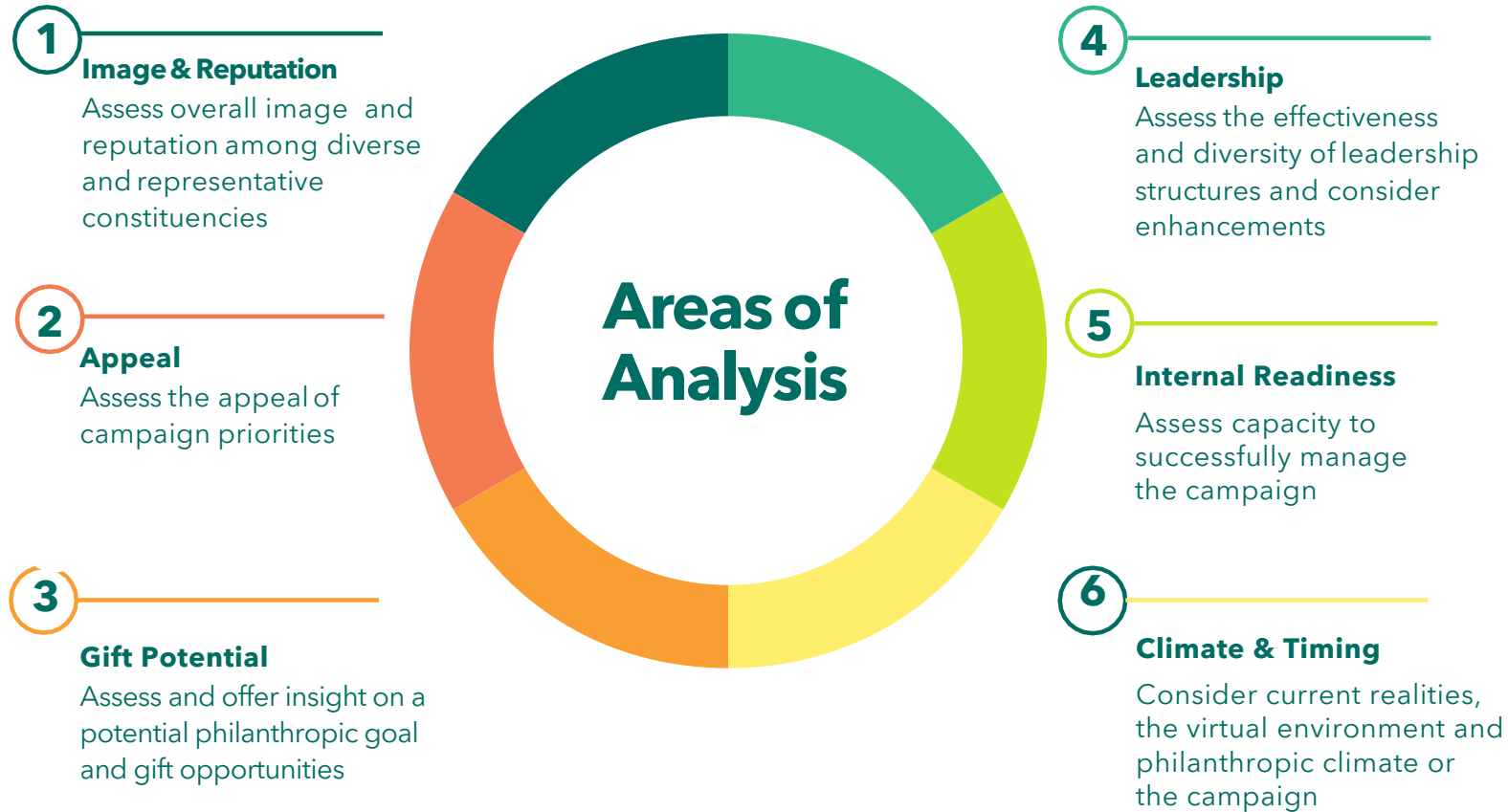
- Inform, cultivate and engage prospective donors and leaders
- Clear and compelling messaging defined
- Timeline, Goal and Roadmap for Campaign

Test Message and Goal



- How are you perceived in the community?
- Do your prospective donors find your proposed project(s) compelling?
- How much can you raise?
- Do you have the leadership in place – internally and externally
- Do you have the staff and systems in place to take on this additional effort?
- Is this the right time for the organization, your donors, your community?

Elements for Campaign Success - Planning Study



Planning Study Process



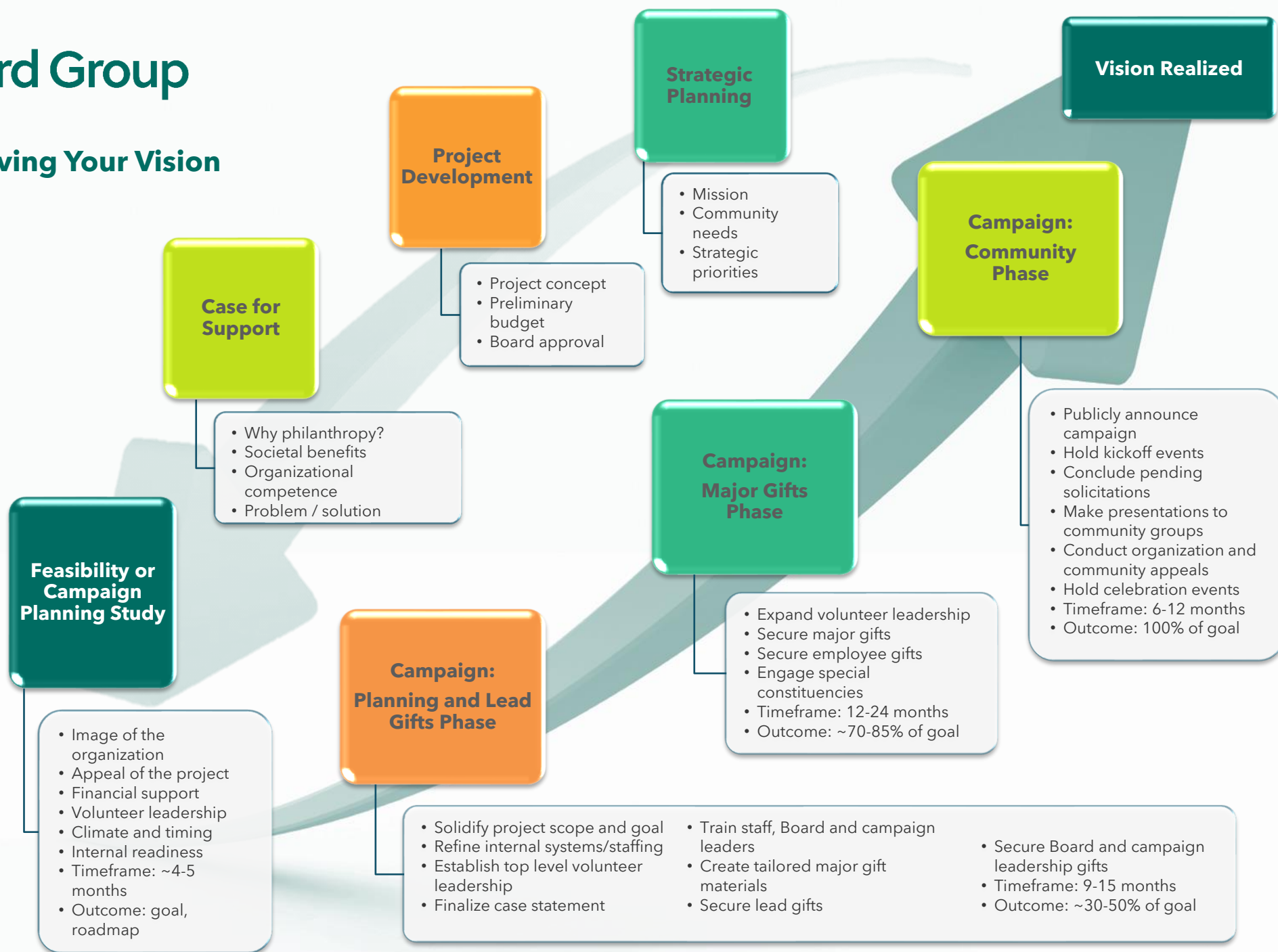
MONTHS 1-3

Articulate vision and strategic priorities

MONTHS 4-6

Engage, cultivate, prepare and plan

Achieving Your Vision







Q & A



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Thank You!

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We accelerate the nonprofit community's impact and advance social change.

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