


Understanding and Preparing for Capital Campaigns

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NONPROFIT SOLUTIONS
Better Fundraising. Better Results.

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Brian H. Abernathy General Manager

- ✦ 20 years fundraising experience
- ✦ Gwinnett County Resident
- ✦ Supported and worked with nonprofits organizations of all types and sizes

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Convergent Nonprofit Solutions

- ✦ National consulting firm, headquartered in Atlanta
- ✦ Specialize in Feasibility Studies and Capital Campaigns
- ✦ Provide consultative services for fundraising and development strategy
- ✦ Pioneered an ROI outlook on fundraising through our Investment Driven Model™



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What is a Capital Campaign?

Structured major funding initiative to provide resources for:

- ✦ Traditional capital: building, expansion, etc.
- ✦ Program expansion
- ✦ Seeding or expanding endowment
- ✦ Operating support & Capacity Building
- ✦ Maximization of a Matching Grant



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Benefits of a Capital Campaign

- ✦ Predictable multi-year revenue stream
- ✦ Expanding investor (donor) base
- ✦ Increased visibility and recognition in community
- ✦ Deepening leadership engagement
- ✦ Excitement and momentum about the work
- ✦ Foundation for a culture of growth and sustainability



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Campaign Timeline

Feasibility Study

- Develop Draft Plan
- Obtain Input and Feedback (typically 50+ interviews)
- Position Campaign for Success

Campaign: Quiet Phase

- Project/Plan of Work Refinement
- Campaign Collaterals Development
- Potential Investor Evaluations
- Leadership Recruitment
- Major Investor Solicitations

Campaign: Public Phase

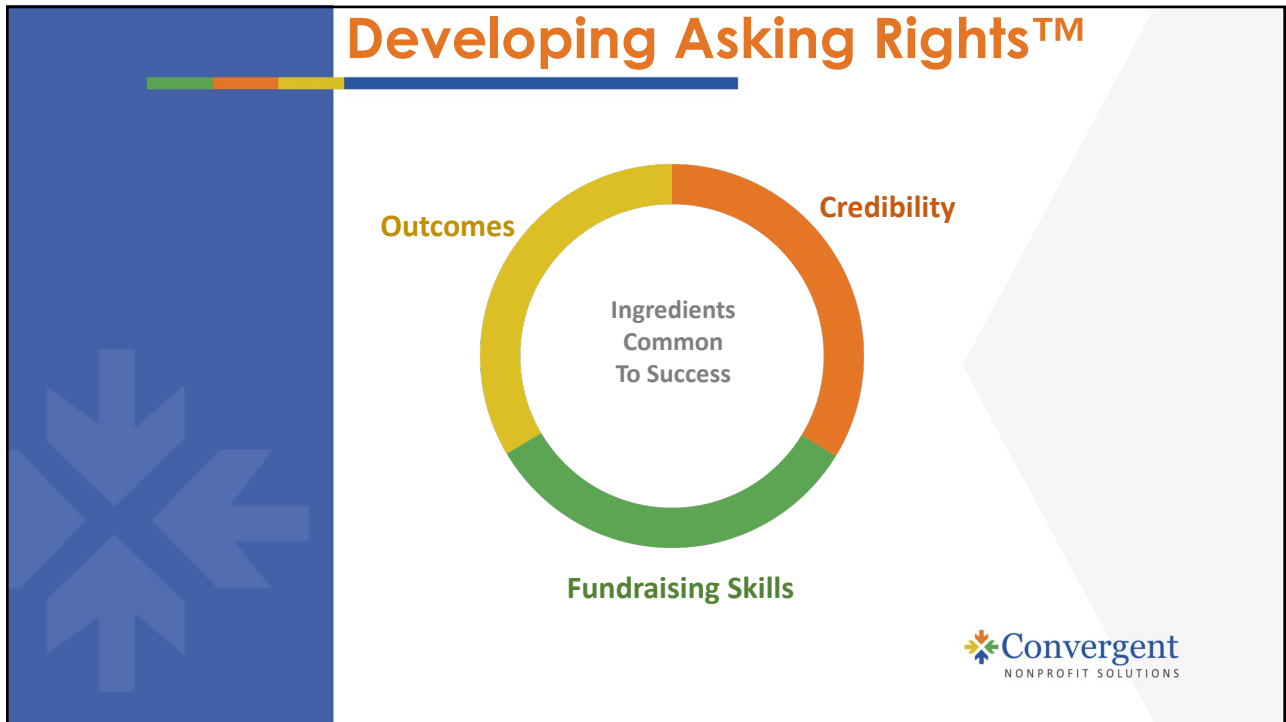
- Kick-Off Event
- General Solicitations
- Celebrate Victory!



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Credibility

- ✿ Credibility gets you in the door
- ✿ Built on the past, exists in the present
- ✿ Can be thought of under marketing & PR

Campaign Prep Tips:

Stockpile relational equity
Toot your own horn!



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Outcomes

- ✿ Justifies the amount of the investment
- ✿ past, present and future
- ✿ ability to deliver results, implement programs, etc.

Campaign Prep Tips:

Analyze your metrics – know your value proposition
Know the outcomes you've delivered to date
Develop a clear plan for increased impact



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Fundraising Skill

- ✿ Closes the deal
- ✿ Exists (or doesn't!) in the present
- ✿ All about execution – doing the work

Campaign Prep Tips:

ID your highest capacity prospects
 Stewardship and communication
 Nail the fundamentals
 Think outside the box for funding



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Summary

- ✿ Capital Campaigns can fund a variety of needs
- ✿ A foundation for success is laid long before a campaign begins
- ✿ The outcomes must justify the investment
- ✿ Even if you're not planning for a campaign -- build your Asking Rights!



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Q & A



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The slide features a blue vertical bar on the left with a white snowflake graphic. A horizontal line with a green, orange, and yellow segment is positioned above the 'Q & A' text. The central illustration shows five stylized human figures in various colors (red, pink, blue, green, and light green) standing in a row. Above each figure is a white sign with a question mark, each sign having a different colored border (red, pink, blue, green, and light green). The background is white with a large, light gray arrow pointing to the right.

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Thank you!



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The slide features a blue vertical bar on the left with a white snowflake graphic. A horizontal line with a green, orange, and yellow segment is positioned above the 'Thank you!' text. The background is white with a large, light gray arrow pointing to the right.

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