



Building a
Comprehensive
Campaign
For Long-Term Impact



Convergent Nonprofit Solutions

- National consulting firm, headquartered in Atlanta
- Specialize in Feasibility Studies, Development Audits, Capital and Comprehensive Campaigns
- Provide consultative services related to resource development strategy and more



What a Comprehensive Campaign is **NOT:**

A Quick Fix

Only about Major Gifts

A Solo Effort

A Stand-alone Event

Focused Solely on New Donors

Just about Money



What is a Comprehensive Campaign?

A strategic, multi-year fundraising initiative that seeks support from all donor levels and revenue streams to achieve an organization's long-term financial and programmatic goals. It integrates major gifts, annual giving, corporate and foundation support, planned giving, and special events while emphasizing donor engagement and stewardship.



Comprehensive Campaign: Success Components

- **Clear Organizational Vision & Case for Support**
- **Board & Leadership Commitment**
- **Feasibility Study**
- **Strategic Fundraising Plan**
- **Strong Donor Base & Prospect Pipeline**
- **Investment Range Table**
- **Efficient Systems & Infrastructure**
- **CAPACITY**



**All campaigns share the
same goal:**

Maximize Funding!

“One Ask” approach maximizes potential



Comprehensive Campaign: **Benefits**

For the Nonprofit:

- Increased Financial Stability
- Stronger Investor Relationships
- Enhanced Organizational Capacity
- Greater Visibility and Credibility
- Highest and Best Use of Volunteer Time
- Avoid Investor Fatigue



Comprehensive Campaign: **Benefits**

For Investors and Supporters:

- Opportunities for Meaningful Impact
- Expanded Giving Options
- Recognition and Legacy Building
- Stronger Connection to the Mission



Comprehensive Campaign: **Benefits**

For the Community and Beneficiaries:

- **Enhanced Services and Programs**
- **Economic and Social Impact**
- **Increased Collaboration**

Q & A



Slides & Campaign Consultation



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