

## “8 Keys in Preparing for a Capital Campaign!”

Capital campaigns are very exciting times in the life of a community. A well-planned capital campaign mobilizes campaign leaders, ideas, events, and donors that lead to the funding of your projects and the realization of your dream. The preparation phase is the most important part of a capital campaign. To reach and exceed your financial goals, there are things you must get right!

**1. Involve and Get the Approval of Key Leaders** – Leaders of organizations and key oversight committees need to be A) developing plans that involve the best architects and advice, B) approving plans every step of the way, and C) soliciting the feedback of major donors, influencers, key users of the facility, staff, and member.

**2. Dream Big!** – Big dreams lead to big gifts and big sacrifices. Let your dreams be as large, impactful, and life-changing as possible. People give to groups and projects that make a difference in the world. The more exciting the dream, the more your donors will respond!

**3. Cast the Vision** – In the process of finalizing your plans and preparing for your capital campaign, share your dream at board and committee meetings, town hall meetings, staff meetings, and business association meetings. Share your vision through every medium possible!

**4. Strong Executive Leadership** – The executive leader (pastor, president, or principal) of an organization must enthusiastically promote the vision. People will be trying to ascertain the executive’s support for the vision. If the leader is on fire, the people will be, too!

**5. Prominent Campaign Chairpersons** – Recruit chairpersons that are respected and representative of your community. They should be chairpersons who are A) positive and supportive, B) able to make a major gift, and c) prominent in the community.

**6. Timing** – In the implementation of a capital campaign, an organization must make the campaign a major priority for six to nine months. A campaign may be run at any time of the year, depending on your organization’s rhythms and the vacation flow of your members. Leaders of a campaign should be conscious of the movement of their members. If, for example, members go south for the winter, then the major gifts and pledging phases must take place before the members leave.

**7. Communicate Again and Again** – Capital campaigns must have at least a six-week public phase where the vision is presented, information is shared, and the plan is reflected upon. Through several weeks of presentation and reflection on the vision, the people get the idea that this is important and that their participation and sacrifices are critical. Campaigns can be ruined if sufficient time is not given to the public phase of the campaign. In this regard, minimal efforts yield minimal results!

**8. Many Pledging Opportunities** – All parts of your community must be given ample opportunities to pledge. Whether it be through major gift approaches, pre-commitment gatherings, several large-scale commitment weekends, or follow-up opportunities over the years, capital campaign leaders want to give people as many opportunities as possible to pledge. In the pledging period of a campaign, it is actually good to have at least two major weekends (weeks) and at least six minor weekends (weeks).

**If you have found the “8 Keys in Preparing for a Capital Campaign!” helpful, then contact VisionWorks and Mark Filips today at 402.999.2970 or [markf@VisionWorksCo.com](mailto:markf@VisionWorksCo.com).**