

## Capital Campaigns: 7 Key Preparations!

Capital campaigns are very exciting and important times in the life of a community! A thoughtful and well-planned capital campaign mobilizes leaders, ideas, events, and donors and leads to the realization of your dreams. Capital campaign consultants can steer organizations to do the right things, avoid the wrong things, and raise 2-3X more dollars than a group could have raised on their own!

But to get off to a strong start, and to have the greatest chance of reaching and surpassing your goal, you must get these things right!

**1. Involve and Get the Approval of Key Leaders** – Involvement and support of your leaders and people is key. They need to be involved in: A) developing your plan, B) approving the plan every step of the way, and C) giving feed back on your plan.

**2. Dream Big!** – Big dreams lead to big gifts and big sacrifice. Let your dreams be as large and 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 give!

**3. Cast the Vision** – In the process of finalizing your plans and preparing for your capital campaign, “cast the vision.” Share your dream at board and committee meetings, town hall meetings, staff meetings, and neighborhood 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. The people will be trying to ascertain the executive’s heart and enthusiasm. The executive’s belief in the project will help determine the people’s response. If the leader is on fire, the people will be, too!

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

**6. Strong Leadership Team** – The leadership team is made up of the pastor, chairpersons, and team leaders. Since there are several key parts to a capital campaign, you want to try to get the most supportive, capable, and organized people in your organization to lead these key teams. Capital campaigns are like Rubik’s cubes. If one team fails to complete its work, it will impact other teams’ work.

**7. Timing** – To run a successful capital campaign, an organization must make the campaign a major priority for the six to nine months of its active phase and for the three to four years of its pledge fulfillment phase. A campaign may be run at various times of the year, though fall and spring are traditional. Leaders of a campaign should be conscious of the travel plans of their donors. If members go south for the winter, then the major gifts and pledging phases must take place before the members leave.

**If you have found Capital Campaigns: 7 Keys in Preparation! helpful, then contact us today at VisionWorks - 888.948.1113 or [info@visionworkscs.com](mailto:info@visionworkscs.com).**