

# The State of Capital Campaigns 2024-25 Research Findings



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# Your Presenter

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Past Experience:

- Chief Engagement Officer, Bloomerang
- Project Work Group of the Fundraising Effectiveness Project
- Study Fundraising Steering Group at the Hartsook Centre for Sustainable Philanthropy at Plymouth University
- AFP Center for Fundraising Innovation (CFI) committee member
- Institute for Charitable Giving faculty
- Author: Robots Make Bad Fundraisers (2020)
- Contributor: Fundraising Principles and Practice: Second Edition (2017)



## About Capital Campaign Pro

- established in 2017
- woman-owned and operated
- unique model focused on capacity-building
- we empower you through coaching, technology, and a robust peer community
- hundreds of successful feasibility studies and campaigns completed
- even more capital campaign pros created!



# About You

WHERE ARE YOU IN THE CAMPAIGN SPECTRUM?

# The State of Capital Campaigns 2024

## WHY CONDUCT THIS RESEARCH?

- No formal research exists on capital campaigns
- Best practices based on anecdotes and case studies
- 2020-2023 was a unique time for fundraising
- Unfounded fears surround capital campaign fundraising

# The State of Capital Campaigns 2024

## STUDY METHODOLOGY

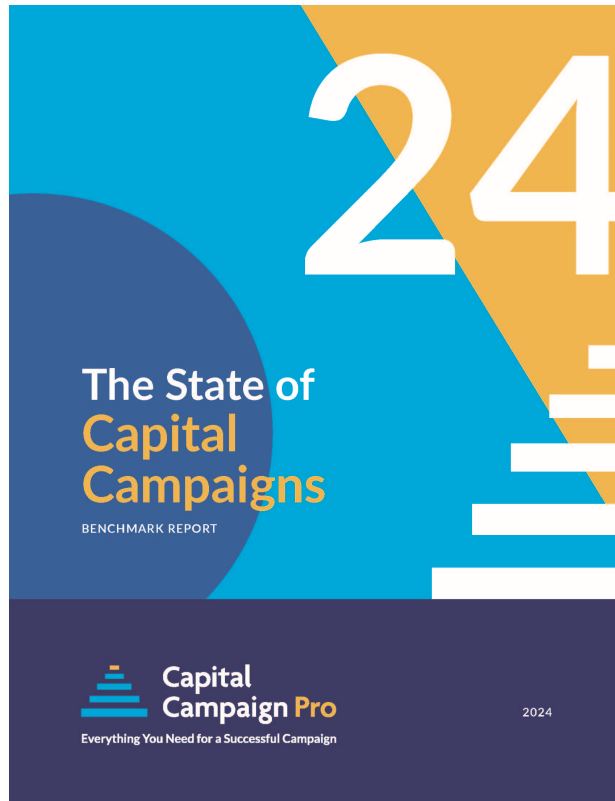
- Research conducted spring 2024
- Answers collected via SurveyMonkey; sent via email
- Three survey cohorts: pre-campaign, mid-campaign, post-campaign
- Over 500 participant organizations in the US and Canada
- Identities of respondents verified

# Thanks to our partners

FOR PROMOTIONAL SUPPORT

x





[capitalcampaignpro.com/research-2024](https://capitalcampaignpro.com/research-2024)



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North American YMCA Development Organization  
inspires and strengthens the philanthropic culture of the YMCA

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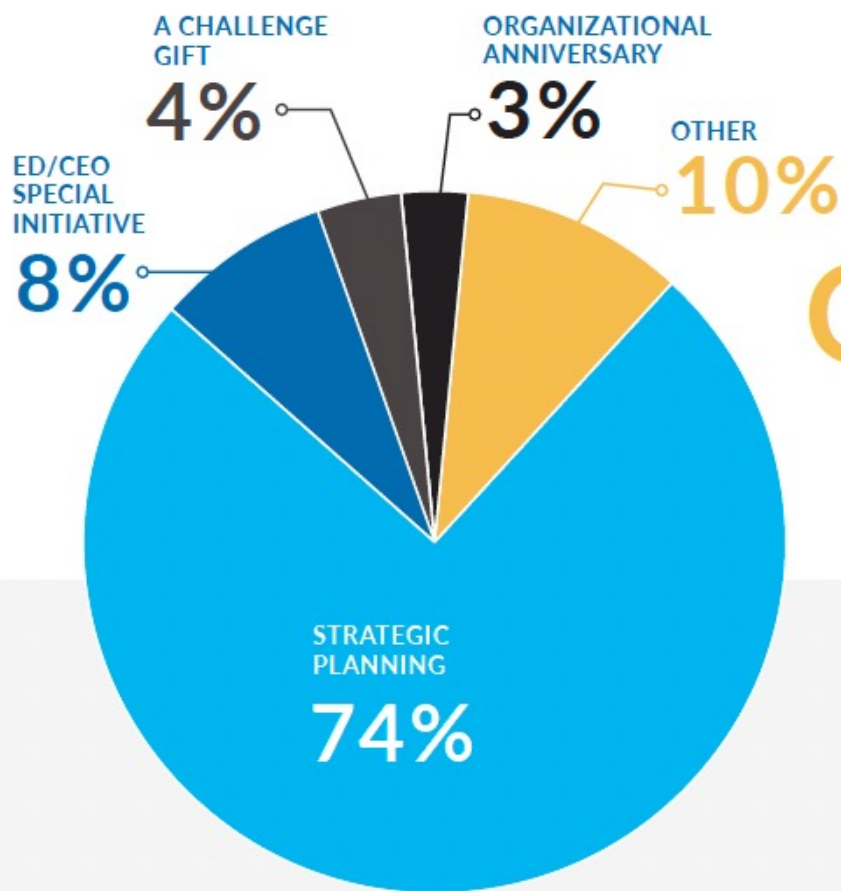
# The State of Capital Campaigns 2024

## HEADLINE FINDINGS - ALL COHORTS

- Capital Campaigns are overwhelmingly successful.  
96% of respondents considered their campaign was a success!
- Small shops (\$1MM or less in annual revenue) have successful campaigns, too
- Annual funds tend stay the same or increase during and after campaigns  
(campaigns do not cannibalize annual funds)
- Campaigns largely thrived despite fears around economy, recession and inflation

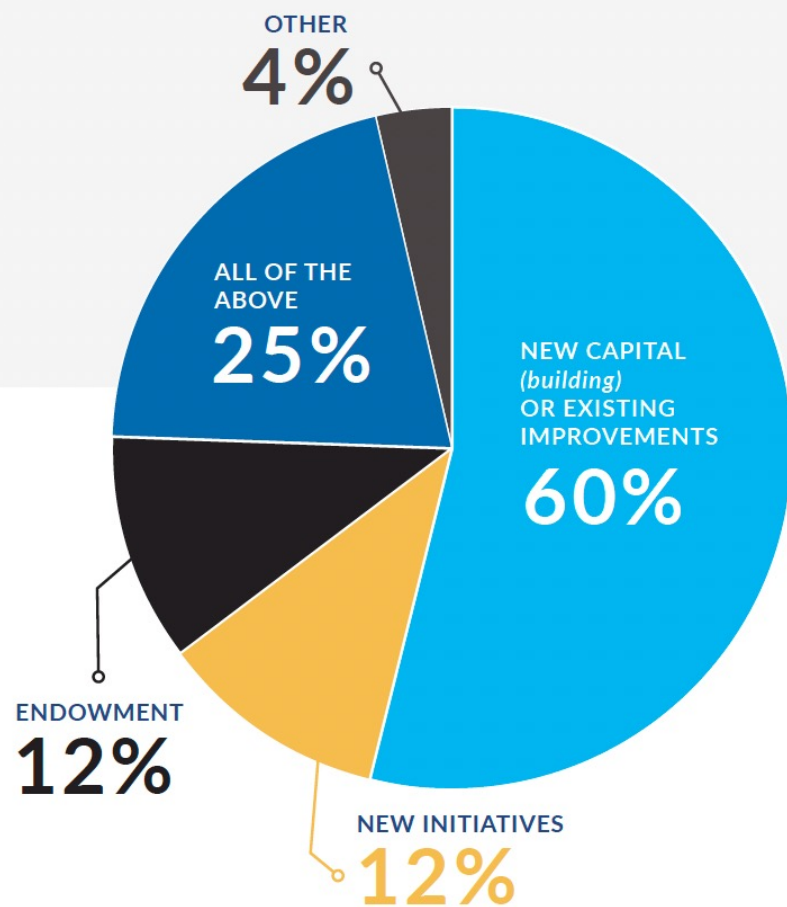


# Research Insights



Q:

What prompted your campaign?



Q:

What did your campaign fund?



# Are campaigns typically successful?

POST-CAMPAIGN COHORT

# Are campaigns typically successful?

## POST-CAMPAIGN COHORT

### What % of your goal did you raise?

Average: 106%

High: 156%

Low: 75%

### Do you consider your campaign a success?

Yes: 96%

No: 4%

Average Raised: \$7.7MM

Orgs Under \$1MM Only: \$3.3MM

Orgs Above \$1MM Only: \$9.5MM



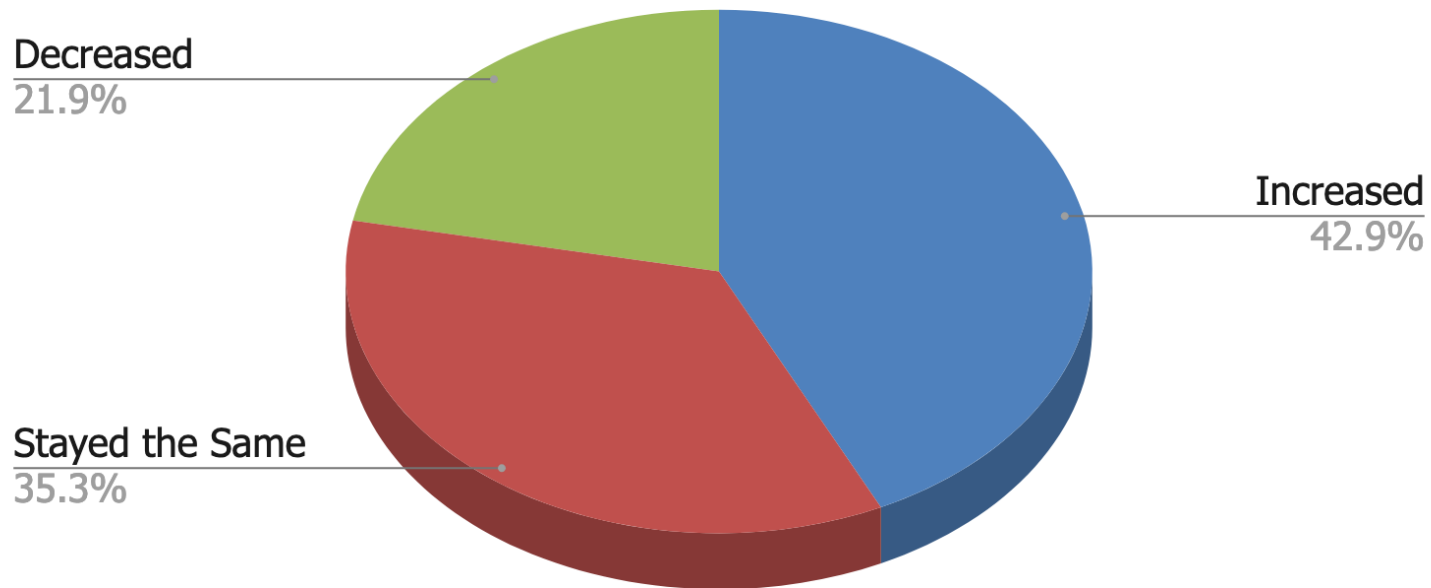
# Impact on the Annual Fund

IN-CAMPAIGN & POST-CAMPAIGN COHORTS



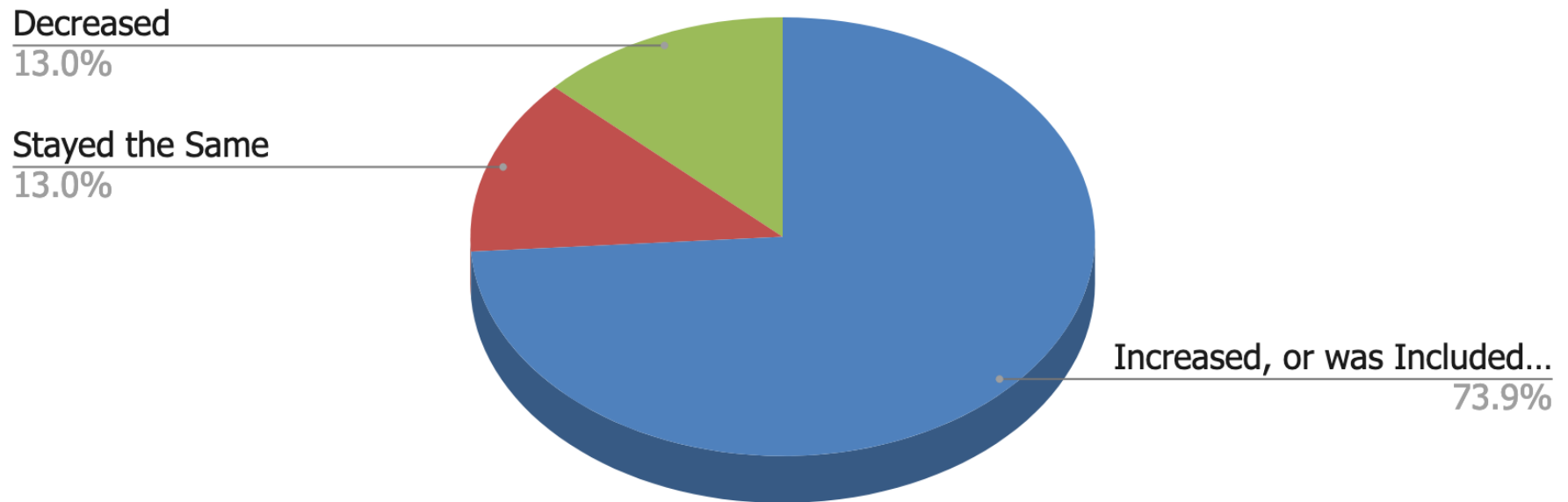
# Impact on the Annual Fund during the campaign

IN-CAMPAIGN & POST-CAMPAIGN COHORTS



# Impact on the Annual Fund after the campaign

POST-CAMPAIGN COHORT



# Anatomy of a Feasibility Study

## MID AND POST-CAMPAIGN COHORTS

**If you conducted a feasibility study, who conducted the interviews?**

- Just org employees and/or Board Members – 30%  
(may have used a consultant for structure/training/planning/analysis)
- Both org employees and a consultant together – 36%
- Just a consultant – 34%

# Impact of a Feasibility Study

## MID AND POST-CAMPAIGN COHORTS

**Orgs that Conducted A Feasibility Study were 2x as likely to report:**

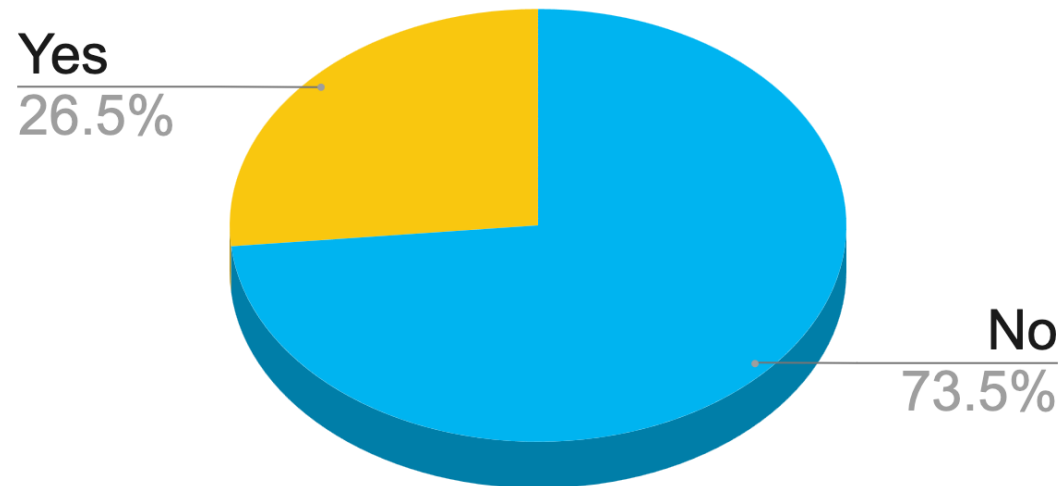
- Increased development staff effectiveness
- Developed better fundraising systems
- Strengthened relationships with major donors

**If you conducted a feasibility study, did your campaign goal change afterwards?**

- Yes, Increased goal - 33%
- Yes, Decreased goal - 21%
- No - 46%

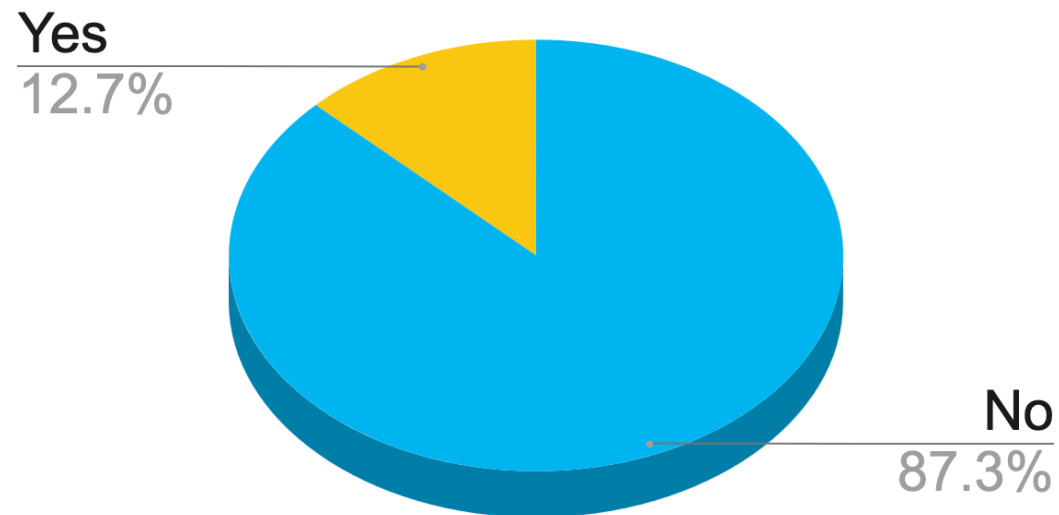
## 2023 Question: Did you pause due to the pandemic?

ALL COHORTS



## 2023 Question: Did you pause due to economic downturn?

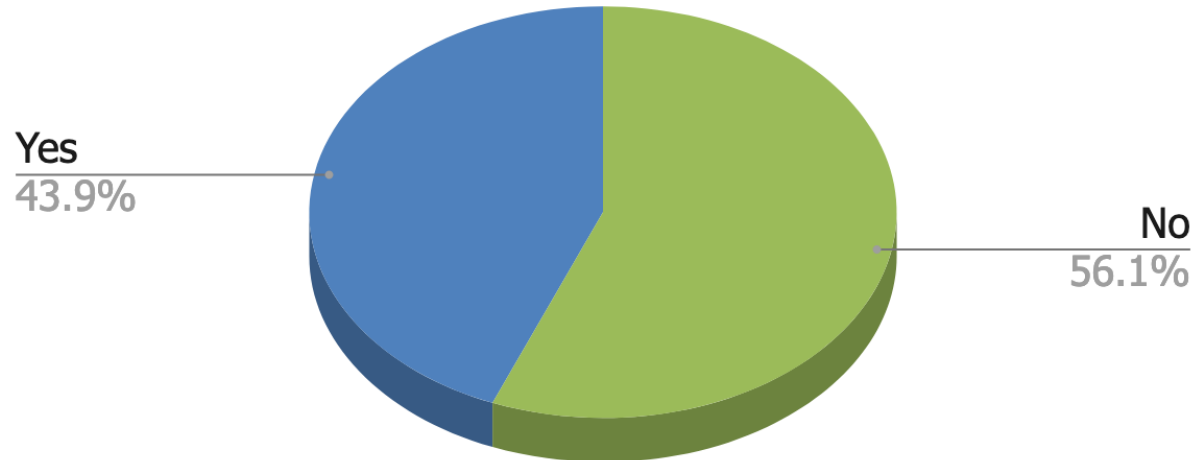
ALL COHORTS



# 2024 Question: Headwinds

MID AND POST-CAMPAIGN COHORTS

Do you feel that external factors (economic, political, etc.) have negatively impacted your campaign?





# Campaign Benefits



# What were the biggest benefits (besides dollars raised)?

## IN-CAMPAIGN & POST-CAMPAIGN COHORTS

- 73% - Strengthened relationships with major donors
- 54% - Became more effective at soliciting large gifts
- 46% - Developed better fundraising systems
- 41% - Board became more engaged in fundraising
- 37% - Increased development staff effectiveness

# Capital campaigns **for small shops**

COMPARED TO OTHER REVENUE GROUPS, SMALL SHOPS...

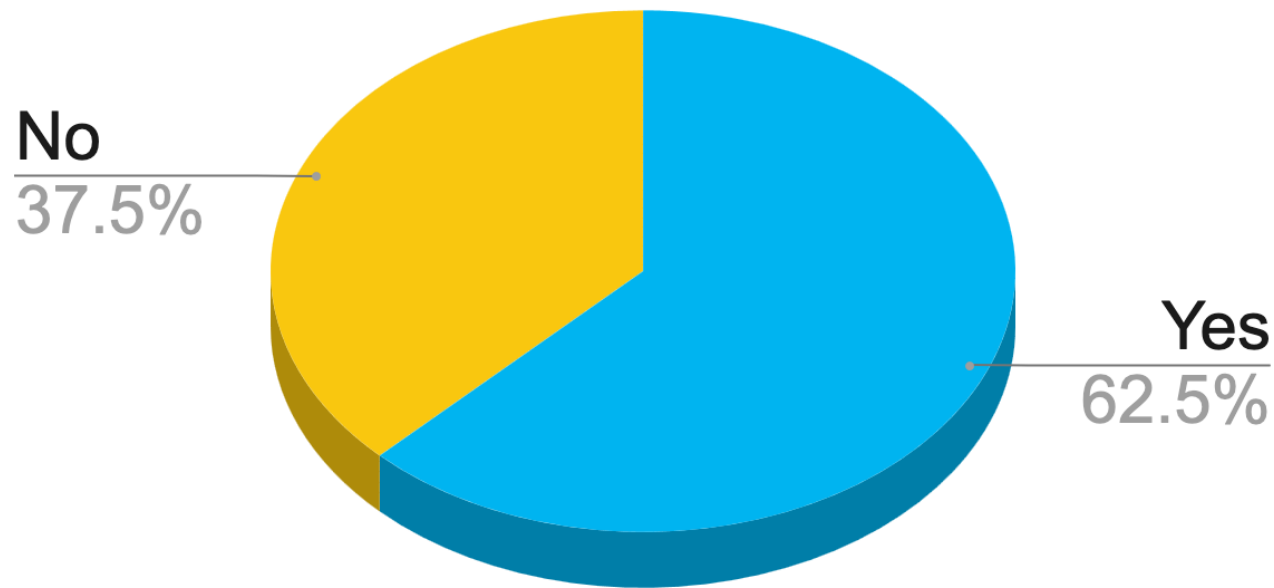
- More likely that this was their first campaign
- Campaign goals were smaller and raised around \$3.3MM, vs. \$9.5MM average
- Higher levels of major donor relationship building and fundraising system improvement
- Tended to have a more active ED and a more active board



# Boards & Campaigns

# Have 100% of your **board members** made campaign gifts?

POST-CAMPAIGN COHORT ONLY



# Average % of campaign goal raised from board members

POST-CAMPAIGN COHORT ONLY

Average % of campaign goal raised from board members: 14.6%

- Median: 10.5% (midpoint of all responses)
- Mode: 10% (most common response)

# Board Member Activity

POST-CAMPAIGN COHORT ONLY

x

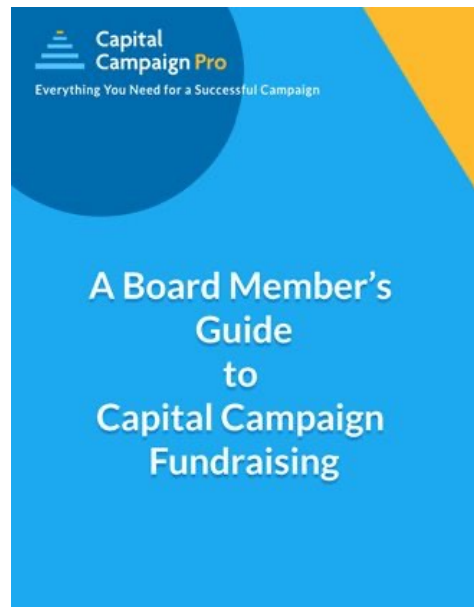
How active is your board chair...

...in non-campaign periods

- Not at all - 22%
- A little - 37%
- A moderate amount - 28%
- A great deal - 13%

...during the campaign?

- Not at all - 14%
- A little - 34%
- A moderate amount - 28%
- A great deal - 25%



[capitalcampaignpro.com/board-members-guide](https://capitalcampaignpro.com/board-members-guide)

# The State of Capital Campaigns 2024-25

## FINAL THOUGHTS

- Campaigns are typically successful
- The annual fund is typically not cannibalized during a campaign
- Conducting a feasibility study is worth it
- You don't need a big money board to have a successful campaign
- Campaigns spur higher activity among EDs and Board

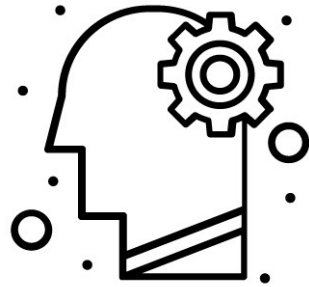


# The State of Capital Campaigns 2024-25

DOWNLOAD THE FULL REPORT NEXT MONTH TO LEARN...

- How organizations do (or don't) staff up for a campaign
- How often organizations use consultants
- ED activity before and during a campaign
- Rate of comprehensive campaigns, use of pledges, and top 20 gift %s
- Average length between campaigns
- Role of the volunteer campaign chair
- ...and more!

## A Modern Approach to Campaign Consulting



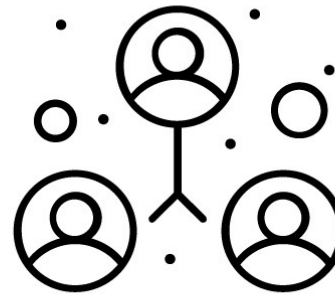
**EXPERT ADVISING**



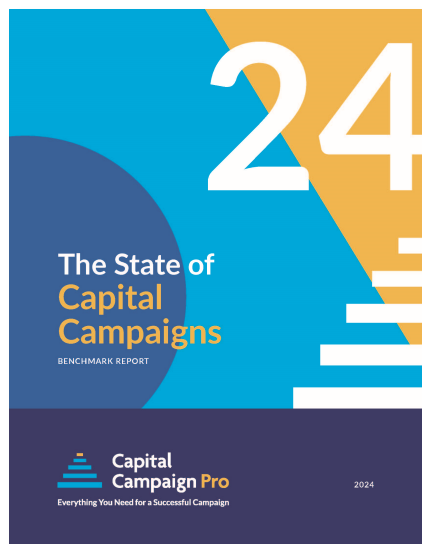
**EXCLUSIVE TRAININGS**



**ONLINE TOOLKIT**



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# Questions?

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