



10 MUSTS FOR A SUCCESSFUL CAPITAL CAMPAIGN

YOUR ROADMAP TO IMPACTFUL FUNDRAISING SUCCESS

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Mike Buckley, CFRE

- Founder\Managing Partner of The Killoe Group
- Over two decades of professional fundraising experience
- Certified Fundraising Executive (CFRE)
- Invited presenter on capital campaigns for the Association of Fundraising Professionals (AFP) and The Association for Animal Welfare Advancement (AAWA)
- Consulted with various sized organizations for multi-million dollar capital campaigns





What is a Capital Campaign?

- A focused fundraising effort that also increased capacity and exposure for the organization
- Usually comes when the organization is at its peak performance
- For organizations that are meeting needs, but there are more needs to meet in the community.
- Not always for capital projects
- An exciting time
- A great deal of work!

Overview of the 10 Must-Haves

1. Goal
2. Solid Leadership
3. Timeline
4. Donors
5. Donors with Giving History
6. Collateral Materials
7. Grit
8. History of Organizational Success
9. Need
10. Sustainability Plan

Must-Have #1: Goal

What is it?

- The target you aim to raise in your campaign.

Why is it important?

- Provides clarity and direction.
- Motivates donors and stakeholders.

What if I don't have it?

- Lack of focus may lead to confusion and lower campaign outcomes.

Must-Have #2: Solid Leadership

What is it?

- People who are respected
- Strong leadership ensures vision alignment

Why is it important?

- People give to people
- Engaged teams drive campaign execution

What if I don't have it?

- Strategically build you Board and Staff

Must-Have #3: Timeline

What is it?

- Clearly stated dates for all campaign and post campaign activities.
- Clearly defined milestones

Why is it important?

- Without a plan, success is hard.

What if I don't have it?

- Get it.

Must-Have #4: Donors

What is it?

- People who give to your organization
- Not people who “should be giving to your organization”

Why is it important?

- Donors give money

What if I don't have it?

- You're not ready for a campaign

Must-Have #5: Donors with Giving History

What is it?

- People\Organizations who have given to your organization for at least five years

Why is it important?

- Donor loyalty speaks to the potential success for your campaign

What if I don't have it?

- Success will be difficult

Must-Have #6: Collateral Materials

What is it?

- Case for support to share with donor
- Brochures, campaign videos, online content.

Why is it important?

- Communicate the need, goal, and impact effectively.

What if I don't have it?

- Very important, don't skip over this step.

Must-Have #7: Grit

What is it?

- Persistence and resilience during the campaign.
- Ensures momentum through challenges.

Why is it important?

- Campaigns are a great deal of work and are not “instant success”

What if I don't have it?

- You must have it to be successful

Must-Have #8: History of Organizational Success

What is it?

- Proof of concept and a history of meeting needs

Why is it important?

- Builds trust with donors.
- Demonstrates your capacity to achieve results.

What if I don't have it?

- Wait until you have it

Must-Have #9: Need

What is it?

- A need at your organization or within you community.

Why is it important?

- Clearly articulate why the campaign is critical.

What if I don't have it?

- Create one, but you probably have one

Must-Have #10: Sustainability Plan

What is it?

- A way to fund your new project or plans beyond the excitement of the campaign

Why is it important?

- Show how the funds will create lasting impact.
- Demonstrate long-term organizational growth.

What if I don't have it?

- Imperative to have one.

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Feasibility Study

What is it?

- A consultant or firm interviews your organization's donors to test the idea of the campaign and their capacity to give.

Why is it important?

- Indicator of potential success for your campaign
- Shares potential issues

What if I don't have it?

- Not mandatory, but usually a good investment.

Outside Counsel

What is it?

- A consultant or firm to help manage your campaign

Why is it important?

- Creates a sense of urgency
- Removes the mechanics from a staff person

What if I don't have it?

- Staff can handle.

What Comes First?

1. History of Organizational Success
2. Solid Leadership
3. Need
4. Donors
5. Donors with Giving History

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7. Grit
8. History of Organizational Success
9. Need
10. Sustainability Plan
11. Feasibility Study
12. Campaign Counsel



**What
questions can
I answer?**

Thank you!

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**THANK
YOU**

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