

YOUR CAPITAL CAMPAIGN

A) MISSION--CASE DEVELOPMENT

- 1) Based upon the demonstrated value of _____, and its goal to continue to serve the community with comprehensive and quality services, and at the same time evidencing overall financial stability
 - a) Articulates believable increases in programs and services, and of their quality
 - b) Encourages sharing the values and purposes of _____ with its support and service constituencies
 - c) Compels high priority giving consideration from major prospects

B) CAMPAIGN FEASIBILITY: A "MARKET" SURVEY AND ASSESSMENT TO TELL HOW CLOSE KEY LEADERSHIP AND MAJOR PROSPECTS ARE TO FULL COMMITMENT TO THE MISSION, AND TO THE CAPITAL/ENDOWMENT CAMPAIGN

- 1) Advantages
 - a) Produces information to assign probable funding potential
 - b) Outlines the volunteer and staff organizations necessary to be successful
 - c) Creates a stronger sense of a successful conclusion to the Campaign
- 2) How this information is obtained
 - a) Internally, with the _____ Board, special friends, and staff
 - b) With outside counsel
- 3) The pros and cons of each method

C) BUDGET

- 1) Principal expense components are counsel, printing, donor recognition, cultivation/ special events, and contingency
 - a) It is critically important to have a clear understanding of the commitment of time required of the Counsel to serve the Campaign
- 2) Expenses must represent a fair and reasonable percent of the goal