

RONALD McDONALD HOUSE OF CLEVELAND CAPITAL CAMPAIGN

A) MISSION--CASE DEVELOPMENT

- 1) Based upon the demonstrated value of Ronald McDonald House and its goal to serve significantly more families better, and at the same time evidencing overall financial stability
 - a) Articulates in actual numbers believable growth in services
 - b) Encourages sharing the values and purposes of Ronald McDonald House with its support and service constituencies
 - c) Compels high priority giving consideration from major prospects

B) MAIN FUNDING STRATEGIES

- 1) Develop a gift table to suggest that most of what will be raised will come from a relatively small number of donors in order to focus upon the highest potential
- 2) Identify and rate key prospects
- 3) Determine the balance between Trustee, Individual, Foundation and Corporate gifts
- 4) Establish the money goal based upon actual construction, moving, furnishing and operating costs of the new building
- 5) Solicit the Board first for commitments, if possible, of one-third to one-half of the overall goal and for 100% participation
- 6) Seek challenge--matching grants to attract other gifts
- 7) Secure other non-Board leadership gifts
- 8) Avoid broad-based solicitations and distractions from the necessary bigger gifts efforts
- 9) The Annual Fund Campaign is compatible with the Capital Campaign and should be kept separate
- 10) Publicly announce the Campaign when about 50% of the goal is committed

C) BUDGET

- 1) Principal expense components
- 2) Expenses must represent a fair and reasonable percent of the goal

D) COMMEMORATIVE AND "NAMED" GIFT OPPORTUNITIES

- 1) Guidelines relative to the important McDonald's Corporate gift and its visibility
- 2) Persuasive to prospects and bolstering to the solicitors
- 3) In any event, keep secondary to the main reasons for giving to the Campaign

E) CAMPAIGN BROCHURE AND OTHER PRINTED MATERIALS

- 1) Brochure production must not impede the Campaign activity
- 2) It should be simple, but well done to attract attention, but also observing due economy

F) THE CAMPAIGN LEADERSHIP

- 1) Chairperson and Vice-Chairs to lead campaigns to Trustees, Corporations, Foundations, Individuals, etc.
- 2) Six to eight member solicitation committee
- 3) The major duties of the Committee

G) CAPITAL CAMPAIGN FINANCIAL PROJECTIONS

1) Based upon a 12-14 month campaign duration to meet the Grand Opening objective

a) Quarterly estimates for:

--Commitments/pledges

--Cash payments necessary to keep pace with on-going expenses

I) DEVELOP A FULL AND COMPREHENSIVE CAMPAIGN CALENDAR AND ACTION PLAN FROM THE BEGINNING TO THE END OF THE CAMPAIGN

J) THE NEXT STEPS