



3415 Sweet Drive
Lafayette, California 94549
530-792-1114
www.venue.tech.com

Capital Campaigns

...Success Toolbox™

Fundraising is a Team Sport

Fundraising is a Team Sport ... For just one minute, take a look at your organization and its mission. Now, develop a list of the people committed to fulfilling this mission. If you are like most of us, the mission seems overwhelming (but important) and the list of resources doesn't seem big enough to actually "pull it off."

"Our goal is to restore our historic downtown theatre . . . can the 12 of us really do it?"

"Our goal is to raise \$5,000,000 for a new youth center . . . can the 7 of us really pull it off?"

"Our goal is to build a new wing for the hospital . . . can we do it with just 3 employees, 8 board members and 15 volunteers?"

Community ownership is not just a cliché, it must be the lifeblood of your fund development effort. Success depends on it! Like all business skills, community ownership doesn't occur by luck. You need to have a specific action plan and the resources to put the plan in place.

VenueTech recognizes the critical nature of economic decisions as well as the difficult financial position of many community-based agencies. To address these issues, the firm offers many clients consultation and planning in the area of fund development as well as other options for project funding including the management of major gift campaigns.

Expanding Ownership

Project Leadership

The establishment of the Capital Campaign Committee is a critical step for the organization. It is essential that this process facilitate the expansion of community ownership and, perhaps more importantly, provide leadership for the project. Members of this important committee should be selected with great care and should meet specific criteria required to support the goals of the committee. It is suggested that the following criteria be used:

- 1) People who are well known civic leaders, respected throughout the community.
- 2) Business leaders who have access to other corporate executives.
- 3) People with experience making business and financial decisions, who have a deep understanding and passion for community issues.
- 4) People who are good public speakers.
- 5) People with a history of financially supporting community projects and who have access to other philanthropic individuals in the area.
- 6) People who are team players, have a positive nature and have excellent problem solving skills.
- 7) People with the unusual ability to blend creative and analytical skills.

Typical Work Plan - Capital Campaign Committee

- 1) Building community ownership for the project
 - a) Communicating with city council and staff
 - b) Meeting with other community leaders
 - c) Encouraging participation and support by other community-based organizations
 - d) Building excitement in the community
- 2) Developing and implementing the campaign marketing plan
 - a) Community relations
 - b) Promotional materials
 - c) Speakers bureau
 - d) Press relations
 - e) Governmental relations
 - f) Underwriting of promotional materials
- 3) Choosing campaign leaders
 - a) Developing a list of required leadership positions
 - b) Developing a list of prospective leaders
 - c) Soliciting campaign leaders

- 4) Finding a Campaign Chair - this is a critical step in the development of a successful project. Without the proper leadership, the campaign will surely fail. Therefore, the committee should view this as their most important task. It is essential that the individual have volunteer time to commit to the project, be well respected in the community, have access to business leaders, be good at delegating work and be a positive, enthusiastic problem solver.
- 5) Establishing fund development policies and practices
 - a) Gift recognition
 - b) Naming opportunities
 - c) Policies for gift celebration
 - d) Policies for individual gifts with corporate matching pledges
 - e) Strategies for managing pledge program
 - f) Leadership requirements
- 6) Establishing the campaign goals - this will include the development of a detailed budget for the restoration project. The financial plan will include:
 - a) Construction costs
 - b) Pre-opening costs
 - c) Owner provided equipment and furnishings
 - d) Campaign costs
 - e) Administrative and fundraising expenses
 - f) Required operating reserves
 - g) Required production reserves
 - h) Cash flow funding requirements (for construction expenses during phases of pledge payments)
 - i) Reserves for bad debt or unpaid pledges
- 7) Developing the "Case For Support"
 - a) Why people will give
 - b) Benefits of the project
 - c) Features of the project
- 8) Developing a volunteer training program.
 - a) Campaign procedures
 - b) Working as a fundraising team
 - c) How to ask for money

People Give to People They Know!

This is the first rule of community based fundraising... ***People Give to People They Know!*** The best way to insure success in your fundraising effort, is to focus

on people you know. This is especially important when you are just getting started on the campaign. It is always helpful to have a few people say “yes” during the early stage of the campaign. This will help build your confidence and help you overcome the “no” that you will occasionally hear. The best place to start are with friends, family or perhaps people who have encouraged you to give to “their important project.”

The first step is to develop a list of prospective donors. The restoration office has a comprehensive list of potential donors, however you may also wish to develop a list based on individuals that you already have relationships with. Also, when reviewing the list provided by the office, focus on individuals that you already know and those who will be easiest to talk to.

Remember, some people will not wish to support the campaign at this time, so you need to start with a strong list in order to reach your fundraising goal. To get started, develop your list around people you know, both personally and professionally, as well as other organizations that you are involved with.

When developing your list, focus on the following resources:

- 1) Personal address book (friends, family and neighbors)
- 2) Business address book
- 3) List of clients or customers
- 4) List of vendors who sell to your business
- 5) Chamber of Commerce membership list (or committees you are working on)
- 6) Church directory
- 7) Country Club directory
- 8) Service Club membership list
- 9) PTA membership list (perhaps the parents of your children’s friends)
- 10) Membership list from other organizations you are involved with
- 11) List of other non-profit organizations you have donated to (and the individual who solicited your gift)
- 12) People who have supported the project and the organization in the past (perhaps from the organization’s mailing list)
- 13) Businesses who have sponsored local events
- 14) Friends of friends and family (when someone says “yes”, ask if they know others that might be interested in the project)

Learn More About Successful Capital Campaigns

VenueTech Management Group, LLC has extensive experience with planning and managing successful capital campaigns. In addition, the firm provides training for project leaders and volunteers as well as feasibility studies and strategic planning.

Success Toolbox™ is a trademark of VenueTech Management Group, LLC. This service offers free informational downloads designed to provide ideas for professional staff and community volunteers in the areas of fundraising, event planning, capital campaigns, facility management, arts planning and historic preservation.

VenueTech Management Group, LLC is a full service consulting and management firm involved in the business planning, capital development and direct management of community-based organizations and public assembly facilities. A significant portion of the firm's business is focused on the use of entertainment, cultural arts and public venues as a catalyst for economic development. The firm also specializes in building private-public partnerships, managing performing arts venues and the restoration of historic structures.

*For information regarding our consultation and management services,
please contact us at 530-792-1114.*

