

OLA SUPER CONFERENCE  
**LET'S RAISE A MILLION!**

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# Chris Vanderkruys



# Building the Plan

- A clear understanding of the organization's real needs that are to be outsourced
- The time line, budget for the consulting process, staff oversight roles and responsibilities and their desired outcomes
- A process to ensure the consultant will be informed of critical issues faced by the organization
- Assurance that the organization as a whole is committed

# Finding the Right Partner

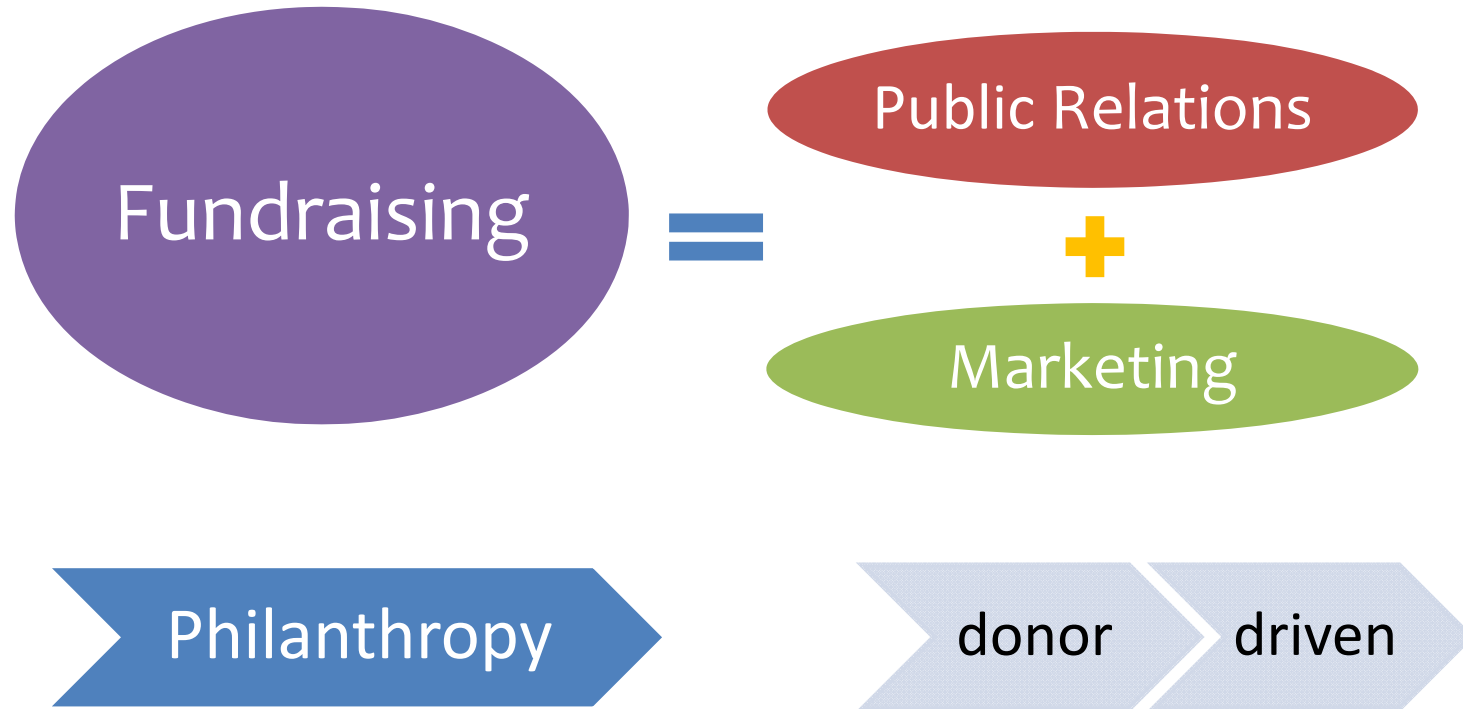
- Consider a wide variety of sources to find potential partners
- Look for someone who reflects well on your mission and works compatibly with you
- Hiring the right consultant can add greater credibility to an organization's fundraising
- Don't expect a consultant to replace staff, volunteer leaders or to ask donors for money





*Creating capacity • Connecting community*

# Campaign Coaches



Because of this OUR campaigns are based on **qualified** potential and **acceptance** of the case

# The Case to Invest

- Vibrant community gathering place for all
- Resource Centre
- Access to information for all
- Community programs and entertainment
- Support for public education system
- Improves quality of life
  - families, employers, students
- Cultural Hub of community

# Before a Campaign Begins

- Do we have the skill, knowledge and human resources to fundraise?
- What are we building?
- Have we secured the location, site, property?
- Is government funding in place?
- Do we have a gift acceptance policy?
- Do we have a recognition policy?
- Do we know the naming opportunities?



# How to Choose a Consultant

- Who will you be working with?
- Their Credentials?
  - Certified Fund Raising Executive (CFRE)
  - Association Fundraising Professionals (AFP) members
- Fee structure
- Know all costs (research/campaign)

# What is the Fundraising Goal?

- Capital budget projections
- Council's expectations
- Architect's best guess
- Estimated constructions costs
- Sounds like the right amount/nice round number
- They did it so why can't we?
- Population base (per capita calculations)
- NONE OF THE ABOVE they are all contributing factors

# Campaign Research

- Educates prospective donors
- Identifies prospective campaign leadership
- Explores community perception
- Heightens profile of the project
- Tests the campaign goal and case for support
- Legitimizes the need for a campaign
- Cultivates relationships with potential donors
- Provides readiness assessment

# Research Outcomes

- Accurate qualified campaign goal
- Identified leadership candidates
- Tested the case for support
- Challenges & opportunities identified
- Lead gifts identified
- Campaign structure & process determined
- Next steps identified

# How to Raise a Million!

Gift Range	No. Gifts required	No. Prospects required	Subtotal	Cumulative total	Cumulative percentage
100,000.00	1	4	100,000.00	100,000.00	10%
75,000.00	1	4	75,000.00	175,000.00	18%
50,000.00	2	8	100,000.00	275,000.00	28%
38,000.00	3	12	114,000.00	389,000.00	39%
25,000.00	5	20	125,000.00	514,000.00	51%
19,000.00	8	32	152,000.00	666,000.00	67%
13,000.00	10	40	130,000.00	796,000.00	80%
6,300.00	12	48	75,600.00	871,600.00	87%
2,500.00	12	48	30,000.00	901,600.00	90%
Under 2,500.00	78	314	98,400.00	1,000,000.00	100%
<b>Totals</b>	132	528		1,000,000.00	

# Campaign Readiness

- Refine case for support
- Prepare campaign materials
- Build Communication plan
- Develop strategic campaign plan & campaign manuals (volunteer & staff)
- Recruit and train campaign leadership and campaign staff person
- Prepare and evaluate prospect database
- Establish campaign call process
- Evaluating prospects

# Leadership

- Community leader, business leaders, patrons
  - Interest, Influence, Affluence
- Recruitment process
  - Role description /expectations /time commitment
- Leadership structure
  - Role of honorary
  - Chair, Deputy Chair, Divisional Chairs

# Campaign Implementation

- **Quiet phase**
  - Major gifts
  - Milestone acknowledgement
- **Community Engagement**
  - Individual gifts
  - Community marketing programs
    - Adopt a book, shelf, collection
- **Campaign Wrap Up**
  - Complete personal calls
  - Pledge redemption



# Tips to Stay on Track

- Communications
- Celebrations
- Regularly schedule meetings with campaign team
- Ongoing, regular support for canvassers
- Coaching of campaign staff
- Setting benchmarks and goals (specific, measurable, attainable, assigned to individual(s))

# Post Campaign Activity

- Recommend pledge redemption process and donor stewardship requirements
- Prepare post campaign report with recommendations
- Provide follow-up pledge redemption support

# Questions

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