Alexander | Carrillo
CONSULTING
Do Good. Better.

Capital Campaign Basics:

What you need to know before launching a Campaign

Is your organization ready to embark on a capital campaign? Does everyone really understand what that means and what it will take to be successful? This brief session provides an overview so that the board, campaign volunteers and staff are on the same page and can move forward together to achieve your campaign goals.

The session covers:

- What is a Capital Campaign and how it differs from annual fundraising
- Critical Success Factors in a Capital Campaign, including:
  - Organizational Reputation
  - Case for Support and Campaign Message
  - Volunteers
  - Donors
  - Infrastructure
- Basic Principles of Successful Campaigns
- Campaign Plan Components
- Sample Campaign Timeline
- Sample Campaign Chart of Gifts (how many gifts at what levels it will take to reach your goal)
- Roles and Responsibilities
- Q&A

Alexander|Carrillo Consulting will provide this 1 hour session to your Board *at no charge.*

For more information, please contact:

Jenny Carrillo
Jenny@do-good-better.com
520.907.7833

Laura Alexander
Laura@do-good-better.com
520.405-6145