

Planning a Major Campaign | What to Expect

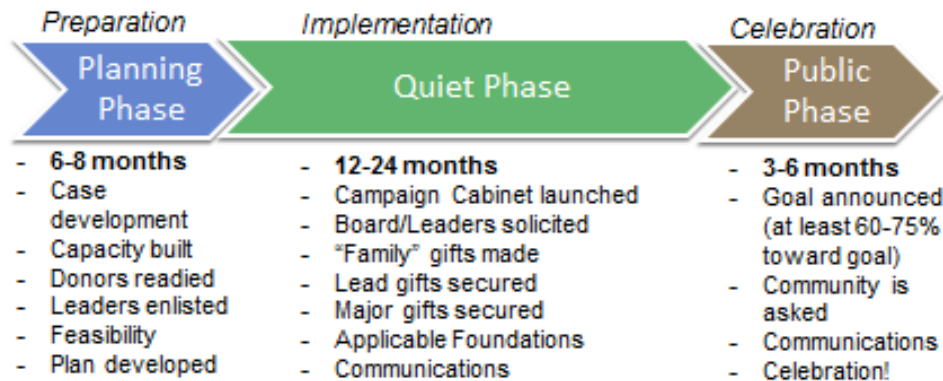
Components of a Major Campaign:

1. **Internal Capacity:** infrastructural elements including staffing, database, policies,
2. **Case for Support:** craft initial elements of the case for support, such as campaign objectives and documents/statements to support the reason for raising funds
3. **Donors:** evaluation, cultivation and stewarding of the donor base to maximize support for the campaign
4. **Leadership:** enlistment and involvement of campaign leaders as well as board engagement

Campaign Planning Process:

1. Pre-Campaign Readiness Assessment
2. Draft Case for Support
3. Campaign Planning + *Optional* Feasibility Study
4. Campaign Implementation
 - Quiet Phase
 - Public Phase

Sample Campaign Timeline:



Campaign Budget:

Typically, there is some economy of scale for campaign budgets: the more you raise, the less it costs. Generally, campaigns of \$5-10M and more, have campaign budgets in the 4-6% range of goal. Campaigns under \$3M or so can be more in the 5-7% range of goal.

*Campaign budgets include ALL campaign costs, such as staffing, printing, events, materials development, and campaign counsel (the campaign budget is fully inclusive of costs; and not only the cost of campaign counsel).

Leadership Roles:

- **Board:** provide vision for major campaign; lead execution of campaign
- **Campaign Leaders:** Campaign Planning Committee → Campaign Cabinet to implement campaign
- **Staff:** support the work of the board and campaign leaders in day-to-day of campaign