Understanding Campaign Fundraising

A Primer

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Nonprofit Montgomery and Deringer Consulting, LLC
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A Definition for Capital Campaigns

An intensive fundraising effort designed to raise a specified sum of money, above and beyond regular operating expenses, within a defined time period to meet the varied asset-building needs of an organization.

- Robert Pierpont, Lilly School of Philanthropy

POLL #2: Where is your nonprofit with campaign fundraising?
Phases of a 2 – 3 Year Campaign

1. Feasibility Study (2+ Months)
2. Campaign Planning (2+ Months)
3. Quiet Phase (3-12 Months)
4. Kick-Off (3-12 Months)
5. 65%+ of Goal Raised (5 Months)
6. Public Phase (3+ Months)
7. Post Campaign (3-6 Months)
Three Types of Campaign

**Mini Campaign**
- Every 1-2 Years
- Immediate Needs
- 3-6 Months

**Capacity Campaign**
- Every 3-5 Years
- Building Capacity
- 12-18 Months

**Capital Campaign**
- Every 10-15 Years
- Building or Renovation / Big Growth
- 24-36 Months
**Campaign Objectives**

1. **MINI CAMPAIGN** (Every 1-2 Years)
   - Immediate Needs
   - Short Term Impact
   - Expand Program and Service

2. **CAPACITY CAMPAIGN** (EVERY 3-5 YEARS)
   - Increase Impact
   - Build Endowment
   - Start-Up/New Programs
   - Technology, Infrastructure, Marketing

3. **CAPITAL CAMPAIGN** (Every 10-15 Years)
   - Leap in Growth
   - Building/Renovation
   - Endowment Growth
Eight Principles of Campaign Fundraising

A. Campaign Goal
B. Gift Chart & Depth Chart
C. Lead Gifts First
D. Case for Support
E. One-on-one Solicitations
F. Committee Involvement
G. Core Phases
   - Planning
   - Quiet
   - Public
H. Timeline & Timing
Every Journey Begins with the First Step!

1. Schedule a one-one-one call with Derry.
   (3) Slots Available!

2. Receive a complementary Starbucks Gift Card

3. Invite a board member to the call

4. Schedule a time here or email Derry directly
   derry@deringerconsulting.com
   Calendly.com/deringerconsulting