

## CAPITAL CAMPAIGN BASICS

### Phase One:

- Develop the Case for the Campaign: What is the need, What problem does this solve
- Set Realistic Campaign Goal
- Set Realistic Campaign Timeline
- Develop Prospect Lists:
  - “A” Group – Potential Donors with interest and capacity to give to whom there is a connection
  - “B” Group – Potential Donors with interest and capacity
  - “C” Group – Potential Donors with capacity and connection to Richardson
- Establish Campaign Leadership: Board and Honorary Chair(s)
- Feasibility Study – yes or no?
- Confirm Physical Location if possible

### Phase Two – The “Quiet Phase”:

- Establish value for “Named Gifts”
- Develop Gift Table
- Prioritize “A” List Donors for Lead Gift Prospects
- Begin Lead Gift Donor Cultivation
- Develop Campaign Materials
- Begin Secondary Gifts Donor Cultivation
- Secure Lead Gift
- Interview Fundraising Consultants – yes or no?
- Secure Some Large Secondary Gifts
- Begin Foundation grant process if building has been acquired
- Try to achieve 50% of total Campaign Goal

### Phase Three – The Public Phase:

- Begin Public Announcement/Presentations
- Try to secure a “Challenge Gift” possibly from a Corporate Donor
- Launch Event in new facility (if possible)
- Host additional Donor Cultivation Events in new facility (can be hard hat events)
- Continue to solicit Grants/LOI’s
- Solicit Gifts from AIR supporters – Letter Campaign and/or coffees, breakfasts, cocktails and social media/website options
- Build Institutional Brand/Market AIR to broader community
- Leverage AIR Events for fundraising
- Hire Executive Director (with fundraising experience)
- Begin Planning “Grand Opening” Events as final push for gift pledges
- If Campaign Goal is not met after Grand Opening, continue campaign until goal is met.