

## Capital Campaign Best Practices for Small Shops

**Step 1: Web Login**  
<https://www.readytalk.com>  
enter passcode 9492105

**Step 2: Dial-In**  
U.S.: 866.740.1260  
Access Code: 9492105

**\*6 to mute   \*7 to unmute**

**OR Use Your Computer  
Speakers**



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## Lori L. Jacobwith



- Named one of top 30 Most Effective Fundraising Consultant in U.S. by *The Giving Show & Wall Street Network*
- Changed the culture of more than 3000 organizations & their boards.



LJacobwith



LJacobwith

## Today's Topic



- You asked for help on Capital Campaigns
- 3 Amazing Panelists
- We'll also talk briefly about annual fundraising & capital campaigns
- Time for Questions



## Penny Casavant

- Director of Organizational Advancement 2008-present at Catholic Charities St. Cloud
- Manages a department of 9 including fundraising staff, data base, grant writer, & marketing/communications staff
- Master's Degree in Non-Profit management



## Michelle Silverman



- Executive Director for Gilda's Club Twin Cities
- Founding Executive Director of Free Arts Minnesota
- Named one of the top 25 "Women in Business" by the *Minneapolis St. Paul Business Journal* in 2007.



## Maura Smith

- Independent fundraising consultant in Boston, MA
- Former Aide to U.S. Senator Paul Tsongas & for the City Managers of Cambridge, MA & Oakland, CA
- B.A. from Wellesley College & Masters in City Planning from UC Berkeley



## Total Raised



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## Total Raised \$5 million+





**Total Raised**  
\$3,819,000



**Total Raised**  
\$1.8 million to date



## Readiness Level



What was your readiness for  
conducting your campaign?

Did/Do you have the “bench  
strength” in donors & staff?



## How Many Donors?

When you started the campaign?

When you finished?



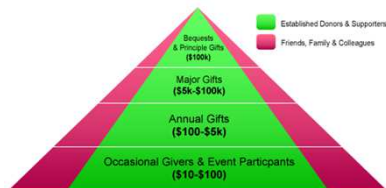


## A Few Stats

Top Gift?

Size of campaign committee?

Length of time for your campaign?



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## What Worked Best



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## What Was The Most Difficult?



Gift to get?

Work with the committee?

What else?

## Top Three Things That Worked?



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## What Would You Not Do Again?



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## Annual Fundraising



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## What Do You Wish You Knew At The Start of The Campaign?



Maura

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## What Do You Wish You Knew At The Start of The Campaign?



Michelle



Maura



## What Do You Wish You Knew At The Start of The Campaign?



Penny



Michelle



Maura



## Questions?



Penny



Michelle



Maura



## Thank YOU Panelists!



Penny



Michelle



Maura



## Ignited Fundraising Community Webinar: How Dashboards Can Engage Your Staff and Board - March 2014

**FUNDRAISING BOOT CAMP**  
FUEL TO IGNITE YOUR FUNDRAISING

with **LORI L. JACOBWITH**  
*One of the Top 30 Most Effective Fundraising Consultants in the U.S. according to "The Giving Show" on the Wall Street Network*

### The Money Your Organization Needs is Within Your Reach

**YOU JUST NEED A PLAN TO GO GET IT**

- Learn WHY you are leaving money on the table from your current supporters
- Take the next step to build a strong, sustainable individual fundraising program
- Get a coach you can ask questions of 24/7
- Jumpstart your individual donor fundraising

**MAKE A SOLID PLAN TO RAISE MORE MONEY**

Many organizations don't have someone to ask the tough questions, someone to help them create a strong plan to exceed their fundraising goals. They just don't know where to begin. Lori will guide you through best practices to help you achieve those goals in this rigorous and proven *Fundraising Boot Camp*.

During *Boot Camp*, you and your team will be guided through the next steps to: create or update your fundraising plan; learn how to create a culture of individual donor fundraising; and get help on how to more deeply engage your board in helping with "fund development" tasks!

Space is limited to six organizations per class. A pre-coaching survey is required by your four-person team to qualify.

**IGNITED FUNDRAISING**  
(812) 567-2105  
[www.ignitedfundraising.com](http://www.ignitedfundraising.com)



**Summer 2014**  
**8:00–9:30 a.m (Central)**

- June 4 (*Kick-Off*)
- June 11
- June 25
- July 9
- July 23

*"In my career as an Executive Director & Development Director I raised more than \$5 million in less than 5 years. How you ask? The hard way. But it doesn't have to be hard for you! I took those valuable lessons and turned them into my rigorous and proven Fundraising Boot Camp."*

—LORI L. JACOBWITH

## Boot Camp

"We just held our annual fundraising gala and tripled the revenue from last year! Using what we learned from Lori's rigorous *Fundraising Boot Camp* we look forward to even bigger results next year."

— Geri Hickerson  
*Executive Director*  
Northland Habitat  
for Humanity

"In the first three months of 2014 we raised more from individuals than all of 2013! *Fundraising Boot Camp* taught us to be clear, bold, and to talk about our people stories and our money story. *Fundraising Boot Camp* made us sit down, figure out our goals, and identify systems to have our board and our staff be more accountable."

— Jody Hudson  
*Development Director*  
Creative Care  
for Reaching Independence  
(CCRI)



## Ignited Fundraising



June 19 – 11 am Central



Kivi Leroux Miller  
[NonprofitMarketingGuide.com](http://NonprofitMarketingGuide.com)

### Email Segmentation!

*The sexiest topic of the year!*

You can work so very hard & get the message of your email to be *just so*: perfect copy, donor focused, compelling.

And yet you still don't get the attendance or actions you want.

Join Kivi & me in June to learn how to better segment your email list to motivate action and build engagement!

## Capital Campaign Best Practices for Small Shops



***Please Answer  
Short Survey***

***Thank You!***

