

# What happens next?

## NOT QUITE



- a) Delay project to develop relationships and overcome barriers
- b) Scale project to accommodate new goal or build in phases
- c) Negotiate more public funding participation

## YES!



- a) Recruit Campaign Chair
- b) With Chair, Recruit Committee
- c) Prepare Campaign Plan/Budget & Develop Case Statement
- d) Quiet Phase
- e) Public Phase

# 7 Habits of a Highly Effective Campaign Chair

1. Passionate
2. Highly respected and visible
3. Available to give significant time
4. Disciplined and well-organized
5. Connected to potential major donors
6. Able to give a notable gift
7. Willing and able to personally ASK



# The Campaign Committee

**8-10 members**

**Connected,  
respected leaders  
and philanthropists**

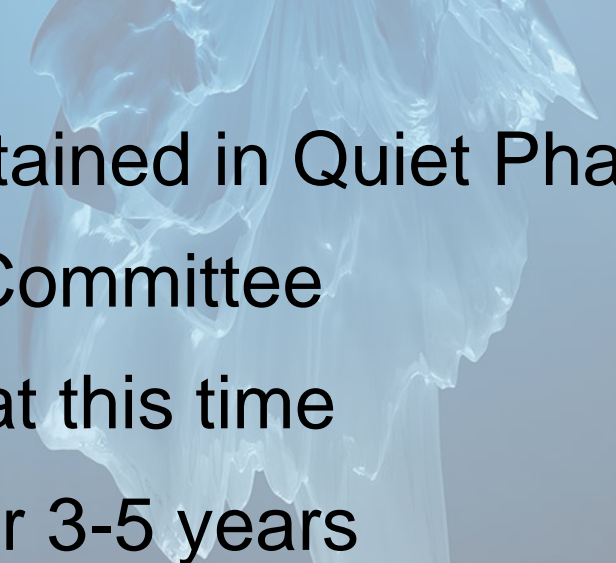
**Willing and able  
to ask peers**



# The Case Statement: Telling your Story

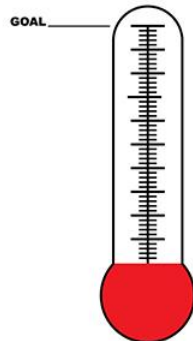
- Compelling, well-designed expression of the vision
  - Why is this campaign important?
  - What will be its impact on the community?
  - How will lives change?
- Financial details
- Naming opportunities
- Print and perhaps video

# Campaign Solicitation: Quiet Phase

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- An iceberg floating in the ocean, with only the tip visible above the water surface. The submerged portion is much larger and more complex, illustrating the concept of the 'Quiet Phase' where the majority of the goal is achieved.
- Lead gift: 15-20% of goal
  - 90-95% of your goal is obtained in Quiet Phase
  - Personal solicitations by Committee
  - Do not accept small gifts at this time
  - Pledges typically paid over 3-5 years

# Campaign Solicitation: Public Phase

- Last dollars of the campaign – up to 10% of goal
- Broad-based solicitations: direct mail/ social media/ events



# Celebration!

- **Community Events**
- **Donor Thanks & Recognition**

