Managing the Capital Campaign

COURSE AGENDA

DAY ONE

8:30   Introductions

9:00   Course Overview

9:30   Development Overview
Definition of Capital Campaign
Developing a Donor
4-Legged Stool
Sources of Gifts

10:15  Break

10:30  Campaign Readiness
Types of Campaigns
Campaign Best Practices
Campaign Assessment
Link to Strategic Plan

11:15  Campaign Planning, Phase I
Overview
Campaign Objectives
Selling Dollar Goals

12:00  Lunch

1:00   Campaign Planning, Phase I, continued
Case for Support
Gift Range Charts

2:45   Break

3:00   Southwest Community Center
Campaign Objectives
Campaign Theme
Campaign Goals

5:00   Adjourn
Managing the Capital Campaign

COURSE AGENDA

DAY TWO

8:30  Gift Range Charts Review

9:00  Campaign Planning Study
      Consultant Report
      Southwest Community Center Work Session 2

9:30  Campaign Consultants

10:00 Break

10:15 Campaign Planning, Phase II
      Staffing
      Policies
      Budget
      Communications

12:00 Lunch

1:15  Campaign Planning, Phase II, continued
      Donor Recognition
      Naming Opportunities
      Campaign Structure
      Campaign Timetable

2:45 Break

3:00  Building the Nucleus Fund
      Prospect Management
      Ratings Matrix

3:30  Lead Gift Solicitation
      Prospect Research
      The Art of Questioning
      Strategic Gifts

5:00  Adjourn
Managing the Capital Campaign

COURSE AGENDA

DAY THREE

8:30  Prospect Solicitation Review
      4 Parts of Solicitation
      Handling Objections
      Solicitation Materials

9:00  Solicitation Exercise

10:30  Break

10:45  The Public Phase
      Touch Point Strategies
      Capital Campaign Self-Test
      Volunteers

12:00  Lunch

1:15   Other Campaign Considerations
      Financial Modeling
      Business Planning

2:30   Break

2:45   Campaign Completion
      Post Assessment Process
      Follow Through

3:15   Capital Campaign Action Plan
      Priorities
      Q&A

4:00   Graduation

5:00   Adjourn