



## **Managing the Capital Campaign**

### **ONLINE COURSE AGENDA**

#### **WEEK 1: Introductions & Campaign Readiness**

Lesson Overview and Reading  
Mini Lecture  
Quiz  
Assignment: Organizational Assessment  
Discussion: Campaign Readiness

#### **WEEK 2: Campaign Phase 1 Planning**

Lesson Overview and Reading  
Mini Lecture  
Quiz  
Assignment: Southwest Community Center Part 1  
Discussion: Campaign Case for Support  
Optional: Live Discussion

#### **WEEK 3: Campaign Phase 2 Planning**

Lesson Overview and Reading  
Mini Lecture  
Quiz  
Assignment: Gift Range Chart  
Assignment: Southwest Community Center Part 2  
Discussion: Southwest Community Center Recommendations

#### **WEEK 4: Lead Gifts & Building the Nucleus Fund**

Lesson Overview and Reading  
Mini Lecture  
Quiz  
Assignment: Solicitation Planning  
Discussion: Donor Recognition  
Optional: Live Discussion

**WEEK 5: Campaign Public Phase**

Lesson Overview and Reading

Mini Lecture

Quiz

Assignment: Self-test

Discussion: Campaign Financial Considerations

**WEEK 6: Campaign Completion**

Lesson Overview and Reading

Mini Lecture

Quiz

Assignment: Action Plan

Discussion: Campaign Conclusions & Celebration

Optional: Live Discussion

**NOTE: To be eligible for the Certificate of Achievement, all course work must be completed and submitted no later than Sunday of week 6 at 11:59 pm ET. This is a firm deadline and late work will not be accepted.**