



THE FUND RAISING SCHOOL

LILLY FAMILY SCHOOL OF PHILANTHROPY

Indiana University
Indianapolis

Managing the Capital Campaign Virtual Course Six Weeks 2:00PM – 5:00PM

Week One

- Introductions and Course Overview
- Development Overview
- Campaign Readiness

Week Two

- Campaign Planning
- Campaign Case Study

Week Three

- Capital Campaign Gift Charts
- Campaign Consultants
- Campaign Planning

Week Four

- Campaign Planning Continued
- Building the Nucleus Fund
- Lead Gift Solicitation

Week Five

- Prospective Donor Solicitation
- The Public Phase
- Other Campaign Considerations

Week Six

- Campaign Completion
- Capital Campaign Action Plan
- Graduation