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