



ASSESS YOUR READINESS FOR A CAMPAIGN

Your answers to these questions will show whether you are ready for a capital campaign. Don't be afraid to pause the process until you are fully ready; it will set you up for a more successful campaign.

☐ Have we identified all of your community's needs?

- » Have you assessed facilities? Do you have deferred maintenance? Do you need to construct new facilities?
- » Does your community need an endowment? Funds to support ministries? Do you have debt?

☐ Do we have a strong case for support?

- » Are your goals realistic for a community like yours? Will you be stretching your community thin?
- » Is your community likely to rally behind some or most of your goals?

☐ Do we have an active and engaged community?

- » Do you have an active base of supportive donors that will buy-in to a campaign?
- » Do we have members of the community that will be ideal volunteers to support these efforts?

☐ Are we organized behind the scenes?

- » Is your database organized and detailed? Can it be used for a campaign?
- » Are you fully staffed with engaged team members?

If you answered yes to all of these main questions, you are ready! The steps to launching a campaign are on the back. If you answered no, take the time to address that question and then start the campaign process.



LAUNCHING YOUR CAPITAL CAMPAIGN

You answered yes and are ready for a capital campaign. What are the next steps?

- ☐ **Interview and hire a capital campaign fundraising firm.**
 - » A campaign is a full-time job. Unless you have staff members able to take on that workload, you will benefit greatly from partnering with consultants.
 - » Interview the top firms and any local firms. Gauge which one best fits your community and aligns with your mission. Consider the type of service offered - full-service will achieve the best results.
- ☐ **Conduct a feasibility study.**
 - » Do not skip the step of a feasibility study. At the Steier Group, we call them campaign planning studies for a reason - a thorough review of your community will set your campaign up for success.
 - » Please listen to the feedback of your community during the study. As leaders, it can be easy to assume you know best for your community. That might even be true! But goals that are unpopular will sink a campaign before it even starts.
- ☐ **Set realistic yet ambitious goals.**
 - » A campaign should inspire donors to give sacrificially. It is a donation above and beyond offertory or annual giving. Your campaign goals should recognize the sacrifice being made by donors.
 - » Be willing to challenge your community. But be realistic. Aiming for goals that are unachievable is a good way to depress interest in a campaign.

Now that you know the steps to launching a capital campaign, it is time to reach out to the Steier Group. We'd be happy to put together a proposal for you.