



Selecting and Structuring the Right Campaign for Fundraising

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It's important to determine the right campaign format and structure for a fundraising effort.

There are several campaigns that an organization might consider. The first of these is the annual fund campaign. Emphasis on consistent giving is beneficial because it develops a generosity habit, informs people about the organizational plans and challenges, and lays the foundation for other campaigns.

The annual fund is truly the foundation for giving, because other campaigns most often build on this fundraising effort, such as a capital campaign. A planning committee should assess the ongoing financial support for the organization. Personal visits with potential donors is a most effective way, even today with all the myriad of communication means, to develop and ensure giving.

The capital campaign (please see subsequent section which presents more information and detail) usually has a large goal and this campaign is most often used for buildings and renovation, although the model for this campaign can also be used for endowment campaigns. The usual elements necessary for a capital campaign are:

- Clear mission and purpose statement
- Specific goals and objectives
- Commitment to the campaign
- Active organizational leadership
- Board dedication and participation
- An understanding that it takes human and financial resources to raise money
- Committed persons who will work the campaign and take responsibility
- Strong and consistent annual giving
- Prospect research, identification, and cultivation
- Acknowledgment and recognition
- Communications capability

In order to carry out any campaign, the following structure is necessary, with few exceptions that need to be carefully weighed and considered. Each point in the following list is vital for fundraising success.

- Knowing possible donors' understanding and acceptance of our mission, goals, and objectives, and using communications to support fundraising
- A clear definition of what needs you are trying to fulfill, and therefore the need for specific funds
- An outreach program for identifying, cultivating, and soliciting prospects and turning them into donors
- Enlisting and wisely using volunteers
- Putting in place the right case for support that will attract new donors and renew gifts of existing ones
- Efficiently keeping records
- Having appropriate Thank-you and recognition procedures in place
- Understanding that fundraising consists of the right person asking the right prospect for the right cause, in the right way, at the right time, and for the right amount (A principle of The Fund Raising School, The Lilly Family School of Philanthropy, Indiana University)
- Remembering that people give to people with causes