

# FIGHTING FOR THE CAUSE

How to build a successful campaign

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- Midland Community Theatre's 2006 capital campaign to refurbish its plant, including putting on a new roof, replacing a lot of the HVAC system with more efficient equipment, putting in an elevator and adding a women's restroom.
- Midland Memorial Hospital's \$175 million capital campaign to build a new patient care tower, dividing the money between a \$115 million bond and a \$60 million private philanthropy campaign.

- The First Principle in fund-raising is that it is personal.
- It is subject to the Law of Diminishing Returns.
- Personal relationships are built up over a long period of time.

# The 3 Rules of Fund-raising

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- Rule # 1: You spend money to make money.
- Rule #2: You make money by not spending any money.
- Rule # 3: Never give anyone an excuse not to give you any money.

# The 4 Steps in Fund-raising

- Step # 1: Determine the amount of money to be raised.
- Step #2: Determine how you are going to raise it.
- Step # 3: Plan, plan, plan
- Step # 4: Go fish!

# The First Step

- The very first step: how much money do you need to raise?
- Which is the engine and which is the caboose?



# The Second Step

- The second step: how are you going to raise it?
  - Direct solicitations
  - Indirect solicitations

# The Third Step

- The third step: plan, plan, plan
  - Internal planning and external planning
  - Whack-a-mole
  - Control your story and stay on message

# The Fourth Step

- The fourth step: Go Fish!
  - Choose the right hook and the most attractive bait

# Finding the Fish

- The great fish tank
- The Board's responsibility
- The Development Director's responsibility

# The Fish

- Natural Constituencies
- The Big Fish
- Other people's money
- The affluent

# The Pyramid

- The top of the pyramid
- The bottom of the pyramid
- Those in-between
- Avoiding the trapezoid

# The Bait

- 1. Knowledge

# The Bait

- 1. Knowledge
- 2. Presentation



# The Bait

- 1. Knowledge
- 2. Presentation
- 3. KISS

# The Bait

- 1. Knowledge
- 2. Presentation
- 3. KISS
- 4. The Yardstick Phenomenon

# The Bait

- 1. Knowledge
- 2. Presentation
- 3. KISS
- 4. The Yardstick Phenomenon
- 5. The Lead Dog

# The Bait

- 1. Knowledge
- 2. Presentation
- 3. KISS
- 4. The Yardstick Phenomenon
- 5. The Lead Dog
- 6. The Elephant

# The Envelope, Please

- Pile A: Personal mail
- Pile B: Impersonal mail
- Pile C: No personal note
- Pile D: Machine signed or signed by the Development Director
- Pile F: Mistake in the name

If you do not take the time to  
ask someone for money,

you should not be surprised if  
they do not take the time to  
give you any.