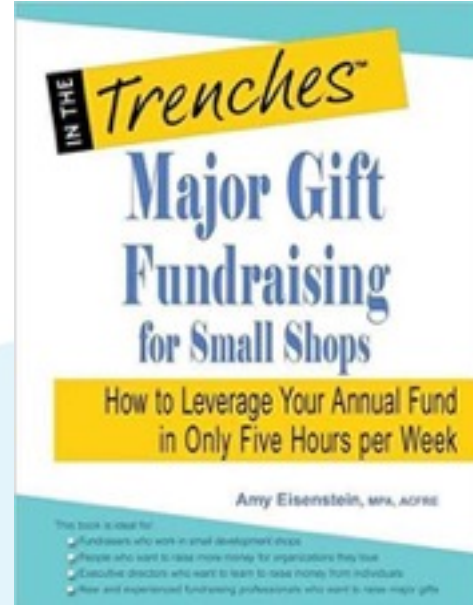




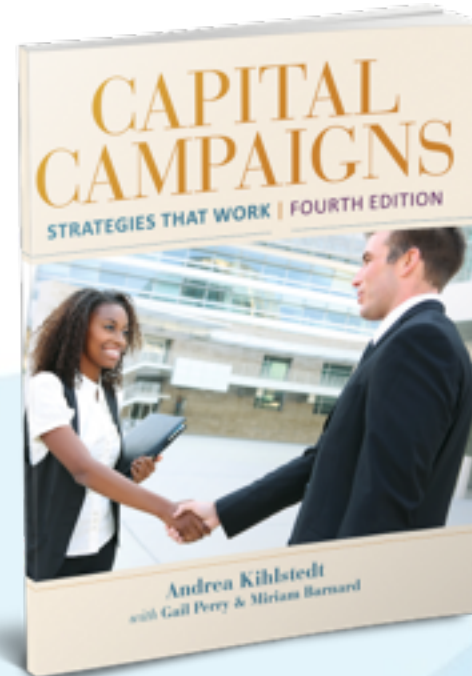
Capital Campaign Toolkit  
Everything You Need for a Successful Campaign

# HOW TO HAVE A SUCCESSFUL CAMPAIGN In Today's Hyper Busy World

# Amy Eisenstein



# Andrea Kihlstedt



## WHAT WE'LL COVER TODAY

1. The Future of the Professions
2. How Capital Campaigns are Changing
3. The Ways You Can Benefit





**EASY ACCESS TO INFORMATION**

**1. THE FUTURE OF THE PROFESSIONS**



**DOCTORS**

**ACCOUNTANTS**

**LAWYERS**

**CONSULTANTS**

**1. THE FUTURE OF THE PROFESSIONS**

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# **EASY VIRTUAL COMMUNICATION**

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## 1. THE FUTURE OF THE PROFESSIONS

# What's Happening to the “Professionals?”

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## 1. THE FUTURE OF THE PROFESSIONS

- Less full-service
- A la carte offerings
- Cost-effective practices



## 1. THE FUTURE OF THE PROFESSIONS

## 2. HOW THE SHIFT IS CHANGING CAPITAL CAMPAIGNS



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## Capital Campaign Toolkit

Everything You Need for a Successful Campaign

2. HOW THE SHIFT IS CHANGING CAPITAL CAMPAIGNS

**DOCTORS**

**ACCOUNTANTS**

**LAWYERS**

**CONSULTANTS**

**CAPITAL CAMPAIGN CONSULTANTS**

**2. HOW THE SHIFT IS CHANGING CAPITAL CAMPAIGNS**

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# Consultants Roles

## STILL PROVIDE

Outside objectivity  
Credibility  
Expertise

## BUT NOW

Targeted services  
On-call expertise  
Virtual interaction

2. HOW THE SHIFT IS CHANGING CAPITAL CAMPAIGNS





**KICKSTARTER**

## 2. HOW THE SHIFT IS CHANGING CAPITAL CAMPAIGNS



# Some Campaign Essentials Don't Change



2. HOW THE SHIFT IS CHANGING CAPITAL CAMPAIGNS

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## What Hasn't Changed

1. Reliance on careful planning
2. Top-down order of solicitation
3. Quite phase/Public phase

# Campaign Phases

1 **Pre-Campaign Planning**  
3 - 12 MONTHS

2 **Campaign Planning**  
2+ MONTHS

3 **Quiet Phase**  
6 - 24 MONTHS

4 **Public Phase**  
3+ MONTHS

5 **Feasibility Study**  
2+ MONTHS

6 **Kick-Off**  
65%+ OF GOAL RAISED

7 **Post Campaign**  
3 - 6 MONTHS

 **CAMPAIGN GOAL IS REACHED!**



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# What Has Changed

1. More pre-campaign planning
2. Targeted feasibility studies
3. Web-based public phase

# Campaign Phases



CAMPAIGN GOAL IS REACHED!

**Pre-Campaign Planning**  
3 - 12 MONTHS

**Campaign Planning**  
2+ MONTHS

**Quiet Phase**  
6 - 24 MONTHS

**Public Phase**  
3+ MONTHS

1

2

3

4

5

6

7

**Feasibility Study**  
2+ MONTHS

**Kick-Off**  
65%+ OF GOAL RAISED

**Post Campaign**  
3 - 6 MONTHS



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## 3. THE WAYS YOU CAN BENEFIT



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# 1. Put Yourself in the Driver's Seat

**Webinars, Books**

**On-line  
Resources**

**A La Carte  
Consulting**



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## 2. Create Partnerships with Donors & Volunteers

**Virtual Meetings**

**Document  
Sharing**

**Communicate  
Early and Often**

**3. THE WAYS YOU CAN BENEFIT**

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## 3. Get the Most from Your Consultant

**Virtual  
Coaching**

**Ask Lots of  
Questions**

**Pay Less for  
More**

## SUMMARY: The Future of the Professions

You are now in the driver's seat.



## SUMMARY: How Campaigns are Changing

Same Principles:  
More Efficient and Effective



## SUMMARY: How You Can Benefit

Take Charge

Engage More

Spend Less



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We invite you...



# Capital Campaign Toolkit

Everything You Need for a Successful Campaign



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