

# Phases of a Capital Campaign

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## *Planning Phase (1 to 6 months)*

- Set your campaign goal
- Create the campaign plan and committee description
- Recruit your campaign committee and campaign co-chairs
- Confirm your goal and plan with the committee
- Create plans, drawings, and develop case for support materials
- Provide training to the campaign committee about how to ask for gifts

## *Quiet Phase (3 to 12 months)*

- Create a gift range chart and prospect list
- Identify naming and recognition opportunities
- Cultivate and ask your lead prospects and secure at least one lead gift
- Cultivate and ask other prospects from the top tiers of your gift range chart
- Begin submitting grant applications
- Raise at least 50% of your campaign goal

## *Public Phase (3 to 12 months)*

- Make a public announcement about the campaign - press release, event, etc.
- Speak at civic clubs and other groups about the campaign
- Continue cultivating and asking prospects at all levels of giving
- Use mail campaigns, social media, and crowdfunding to ask for smaller gifts
- Secure a challenge match for the last dollars of the campaign
- Exceed your campaign goal

## *Celebration and Stewardship Phase (ongoing)*

- Hold a celebration event and/or groundbreaking event for donors
- Host an appreciation event to recognize campaign volunteers
- Create a schedule and send pledge reminders to donors as needed
- Continue thanking and updating donors you build the project
- Ensure naming rights are executed and donor walls are correct
- Continue talking with donors about their impact and ask again!

