Are you ready for a capital campaign?
Ask yourself these vital questions now.

☐ Is there a quantifiable benefit to expanding or improving our infrastructure?
  • What needs must be met to fulfill our mission?
  • Who/what is driving that need (community, service population, economy, etc.)?

☐ Does our board support the project?
  • Will they be 100% committed to the project by giving their time, talent and treasure?

☐ Are our project costs current and realistic?
  • Will we build a new facility or purchase an existing space?
  • Have we budgeted for more than just the building in our project costs (architect, construction, consultants, etc.)?

☐ Do we need to do a professional feasibility study? (If you can’t answer “Absolutely” to all of these questions, then you do need a professional study)
  • Do we have a strong donor-approved Case for Support?
  • Do we have 100% board buy-in and confidence the board understands their role during a capital campaign?
  • Do we, our staff, and our board all have capital campaign experience?
  • Do we have a solid, broad base of established major-gift donors?

☐ Do we know which type of consulting firm to hire?
  • Will we need an “all-inclusive” firm or an “a la carte” firm?

☐ Do we know when to start?
  • Consider 3-5 months for a feasibility study. Then, plan for at least 10-24 months for the fundraising process, 3-5 years for pledge redemption, and 1-2 years for construction depending on the scope of the project.

For more information, visit https://www.campaigncounsel.org/are-you-ready