Larger Organizations Have Larger Campaign Goals

- $0.85 million: Organization budget <$250,000
- $1.3 million: Organization budget $250,000 - $999,999
- $3.2 million: Organization budget $1 million - $2.99 million
- $16.6 million: Organization budget $3 million or more

Most campaigns average just under 3 years

42% of organizations report no allowance for uncollectible campaign pledges

Organizations that allocate for uncollectibles average 9.4% allowance

Organizations’ Needs Dominate in Setting Capital Campaign Goals

- Nearly three-quarters of organizations used amount required for specific needs or projects.
- About 4 in 10 used interviews with potential donors or feasibility studies.
- About 1 in 5 used comparisons with similar organizations or database screenings.

For more info, visit: nonprofitresearchcollaborative.org
A project by: Nonprofit Research Collaborative

© Nonprofit Fundraising Survey, Copyright April 2015
For permission to cite or reproduce, please contact Melissa Brown at Melissa@NPRResearch.org
This report and links to earlier reports can be found at www.NPRResearch.org

Source: NRC Nonprofit Fundraising Study Summer/Early Fall 2011