



Capital & Major Gift Fundraising Case Study

The Challenge

After having received a single significant gift, the organization struggled with raising additional funds for their \$3 million capital campaign. The organization had no development staff, no system of communicating with donors, and no infrastructure such as a committee or plan for raising the remaining funds. Their primary funding came from special events and some grants. As a result, there were no corporate funders outside of events and board members were not raising funds outside of the special events. Although the organization had a donor database, they did not have the ability to analyze the information to increase donations or retain donors.

The Strategies and Activities

Over six months, Fullanthropy produced a comprehensive fundraising strategy to raise capital funds and enhance annual fundraising, created compelling marketing and fundraising materials focusing on the organizational impact, generated community awareness for the organization, and engaged board members into actively and routinely fundraising for the organization. Specific activities included:

- ★ Identifying and recruiting the campaign chair and campaign volunteers
- ★ Educating key stakeholders regarding fundraising best practices
- ★ Involving board members in soliciting major gifts
- ★ Developing campaign plans that indicated tasks, persons responsible, and deadlines
- ★ Creating campaign materials including copy and storyboards for videos, presentations, brochure copy, and solicitation and stewardship letters
- ★ Discovering grant funders and crafting proposals
- ★ Identifying corporate funders and working with the organization to secure partnerships
- ★ Managing the logistics of campaign events and activities
- ★ Developing a gift range chart for specific giving levels and identifying prospects for each level
- ★ Assisting board members and staff in soliciting gifts
- ★ Analyzing the database and providing recommendations on using it more effectively
- ★ Constructing systems for maintaining relationships with donors and following up with prospective donors

The Results

As a result of Fullanthropy's engagement, the organization completed the campaign, built a new facility, and achieved the following:

- ★ \$3.5 million in capital campaign funding
- ★ Enthusiastic Board Members engaged in ongoing solicitation activities using best practices
- ★ Relationships with corporate partners who provided major gifts
- ★ Effective communication with donors at regular intervals throughout the year