Six Phases of a Capital Campaign

Jim Dicker, Vice President for Institutional Advancement
College of Science and Technology Board of Visitors
Friday, October 23, 2015
Phase 1: Pre-Campaign Planning

18-24 months

- University Strategic Plan
- Draft of Priorities/Case Statement – Pat LePera
- Engage Campaign Counsel – Susan Feagin
- Create campaign budget
- Draft a campaign plan
- Enlist key volunteers for campaign planning committee
- Conduct wealth screening
- Develop table of gifts
Phase 2: Campaign Planning

6-12 months

- Finalize case statement/priorities
- Develop volunteer structure – recruit leadership
- Begin staff and volunteer training
- Create draft communications plan
- Create Alumni Relations plan
- **Begin campaign feasibility study**
Phase 3: Leadership

2-3 years

- Conclude feasibility study
- Finalize communications plan
- Enlist volunteers
- Begin soliciting top prospects
- Plan public launch
- Set campaign goal
Phase 4: Public Kickoff

4-5 years

- Announce campaign goal and progress to date
- Engage and involve general donor population
- Launch regional campaigns
Phase 5: Public Phase - Plateau of Fatigue

- Ongoing activities
- Assess results and cash flow
- **Determine post-campaign staffing needs**
Phase 6: Public Phase - Homestretch

- Wrap-up solicitations; resolicit donors who are ready
- Thank and honor our volunteers and donors
- Begin planning post-campaign development strategies
- **Celebrate success**