



Capital Campaign Toolkit

Everything You Need for a Successful Campaign

\$100,000+ Mini-Campaign

Raise \$100K or More for Emergency Funding in Just 8 Weeks

WEEK 1: Mini-Campaign Planning

- Initial meeting with campaign advisor and cohort
- Outline mini-campaign goals and objectives for your organization
- Conduct virtual meeting with ED to review goals and objectives
- Complete questionnaire and worksheets

WEEK 2: Develop Mini-Campaign Plan

- Finalize campaign goal
- Create gift range chart
- Develop lead gift prospect list
- Complete depth chart
- Draft communications plan
- Develop timeline
- Prepare report (to the board) format

WEEK 3: Prepare Materials

- Case for support slide deck draft
- Background statement
- Prepare meeting report forms
- Complete pledge form

WEEK 4: Recruit Solicitors

- Review campaign plan
- Edit slide deck
- Recruit solicitors
- Solicit the board and senior staff

WEEK 5: Conduct Virtual Meetings

- Virtual solicitation training
- Schedule meetings with prospective donors
- Strategize upcoming visits
- Meet virtually with top donors

WEEK 6: Virtual Campaign Kick Off

- Solicit remaining lead gift donors
- Announce progress toward goal
- Broad base email and mail appeal to close gap to goal

WEEK 7: Completion and Reporting

- Check in with pending lead gift donors
- Send second broad base email appeal
- Prepare campaign report

WEEK 8: Follow Up

- Report to lead donors
- Send special appreciation to lead donors
- Determine next steps
- Prepare report for board