



Capital Campaign Toolkit

Everything You Need for a Successful Campaign

\$100,000+ Mini-Campaign

Raise \$100K or More in Just 8 Weeks

WEEK 1: Mini-Campaign Planning

- Initial meeting with campaign advisor and cohort
- Outline mini-campaign objectives for your organization
- Determine working goal for your campaign
- Discuss Personal Reflections

WEEK 2: Develop Mini-Campaign Plan

- Finalize objectives and working goal
- Prepare gift range chart
- Identify key stakeholders and prospects
- Develop depth chart for your campaign
- Discuss Core Committee

WEEK 3: Prepare Materials

- Begin work on case for support
- Draft donor discussion guide
- Prepare donor recognition plan
- Prepare pledge form

WEEK 4: Get Ready to Solicit Gifts

- Finalize donor discussion guide
- Share with key board members
- Recruit solicitors

WEEK 5: Solicitation Training

- Learn your solicitation style
- Convert the awkwardness of asking to the comfort of a conversation

WEEK 6: Solicit Lead Gifts

- Revise materials as needed
- Select initial prospects to solicit
- Schedule initial solicitations

WEEK 7: Expand the Quiet Phase

- Report on initial solicitations
- Identify mid-level donors
- Plan next round of solicitations
- Begin donor acknowledgement
- Report on campaign progress

WEEK 8: Celebrate Success

- Send broad-base appeal
- Send special appreciation to lead donors
- Prepare to celebrate success
- Prepare report for board