

CAMPAIGN PLANNING STUDY

Engaging your staff, leadership, and prospective donors about what you're trying to accomplish and how to get there.



Qualitative and quantitative insights to evaluate

THE FEASIBILITY

of a campaign and uncover opportunities to grow overall fundraising capacity. As your partner, we will unpack the intricacies of campaign success, pose critical questions, and work together to determine a bold but achievable goal.



Preparation

- Materials review and fundraising assessment
- Clarify vision and priorities; develop case for support
- Recruit and gather feedback from Campaign Planning Committee



Research

- Capacity analysis to estimate fundraising potential
- Conduct interviews, focus groups, surveys
- Gather feedback on proposed projects and campaign



Analysis & Report

- Analyze findings and present to internal team
- Develop final report with campaign strategy
- Present findings to the Board

WHAT YOU GET

Our recommendations and processes will take into account your organization's unique situation—the challenges, the pitfalls, the triumphs—to reveal the path to a highly successful campaign.



Comprehensive Campaign Strategy



Data-Driven Solutions



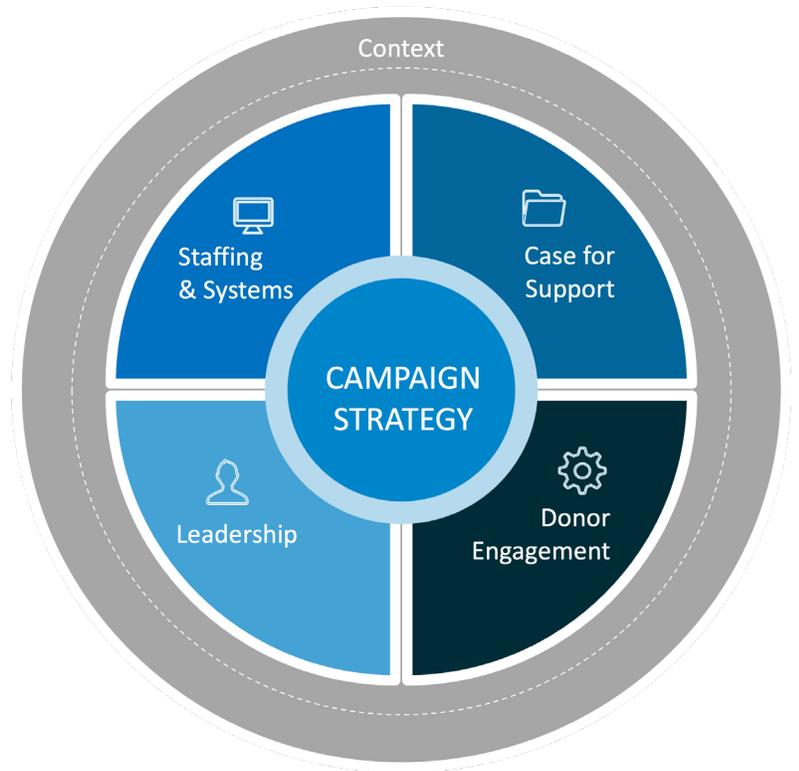
A Long-Term Perspective

CAMPAIGN PLANNING FRAMEWORK

To be successful, a campaign needs an overarching strategy that details a feasible goal and timeline and articulates the investment necessary. Our recommendations are created for the four elements critical to campaign success:

- **Case for Support**
- **Donor Engagement**
- **Leadership**
- **Staffing & Systems**

We also focus on using campaigns to catalyze growth in fundraising. Why? Because we understand that this is today's campaign, not your last campaign.



LAUNCH YOUR CAMPAIGN KNOWING:

What makes your campaign successful:

- Community and donor attitudes
- List of potential lead gift donors and campaign leaders
- Donor gift range against potential goals
- Direct feedback on your campaign case
- How to ready your staffing levels and internal systems

Exactly what to do next:

- Campaign plan, timeline, schedule, activities, and costs
- Leadership structure
- Staffing/infrastructure recommendations
- Key positioning and messages
- Engaged Board members and community volunteers ready to move forward

Contact us at [877.957.0000](tel:877.957.0000) and/or info@campbellcompany.com for more information or to launch the Campbell & Company team within your organization today.