

# The Perfect Six Month Capital Campaign

Two organizations in Wells County, Indiana, worked with architects to plan a shared office building. After six months of functional analysis and design development, a three-month feasibility study was undertaken. Rediger Taylor Group was engaged to conduct a three-phase, \$2,000,000 capital campaign. After three months of preparation, \$2,300,000 was raised in just three more months.

Dr. Rediger guided a small core-group of community leaders in developing a case statement for a 10,000 square foot office building to house the Chamber of Commerce, Creative Arts Council, Visitors Center and a School of Ballet. Such an unlikely collaboration caught the attention of the community and helped create a positive image. Mailing lists were combined into one prospect list, organized in divisions based on occupation, such as industrial, retail, professional and medical. Divisions were assigned dollar goals, the sum total of which equaled the total campaign goal.

The core group identified volunteers to serve as division chairs and constitute a Steering Committee to oversee the campaign. Division chairs invited others to share the visit/solicitation activity. Visitors made their own financial commitments to the campaign first, and then visited potential donors to ask for a specific amount to help fund a specific part of the project.

Prior to the solicitation visit, visitors 1) determined prospect assignments, 2) determined the amount to be asked of each prospect, and 3) were trained in the art of listening and asking for a gift.

Staff sent a descriptive brochure with a letter to each prospect to alert them that a specific visitor would call to set an appointment to ask them to participate. Visitors then called their assigned prospects to set appointments at which they would ask for the gift. After each ask, visitors followed-up according to each prospect's response, and reported results and next steps to their respective division chairs.

Division chairs (Steering Committee) met on alternating weeks through the duration of the solicitation campaign to report progress in each division and to resolve pertinent issues that arose in solicitation visits.

The capital campaign was considered "perfect" because 1) it surpassed its goal, 2) it was completed in a short amount of time, and 3) a significant group of volunteers committed resources and time, and followed through to assure its success.