



Capital Campaign Toolkit  
Everything You Need for a Successful Campaign

## 6 Critical Tools for Successful Capital Campaigns



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## Campaign Plan

- ✓ **Timeline**
- ✓ **Objectives and Working Goal**
- ✓ **Case for Support**
- ✓ **Gift Range Chart and Depth Chart**
- ✓ **Committee Structure**
- ✓ **Budget**
- ✓ **Campaign Policies**



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## Campaign Phases



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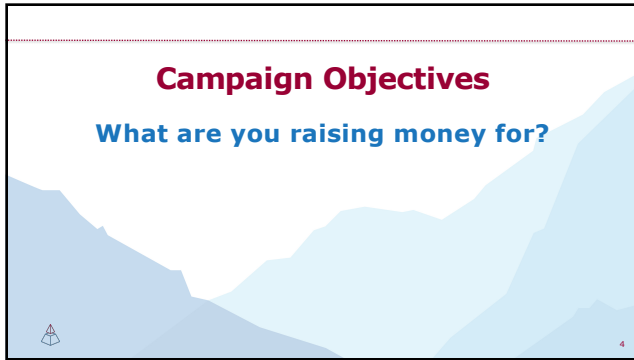
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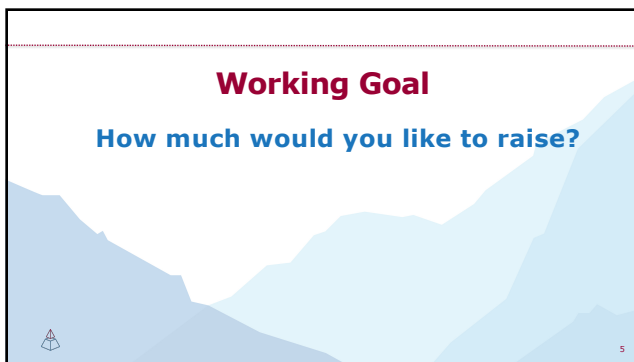
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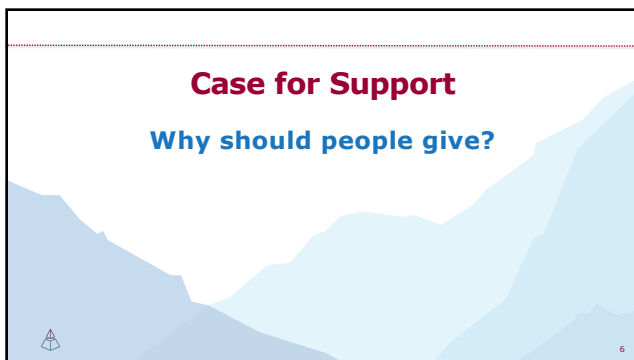
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**Gift Range Chart: Campaign Goal \$1,000,000**

	# of Gifts	Gift Size	In Range	Cumulative	# of Prospects
	1	\$250,000	\$250,000	\$250,000	2
	1	\$100,000	\$100,000	\$350,000	2
Lead	2	\$50,000	\$100,000	\$450,000	4
	6	\$25,000	\$150,000	\$600,000	12
	10	\$10,000	\$100,000	\$700,000	30
	15	\$5,000	\$75,000	\$775,000	30
	25	\$2,500	\$62,500	\$837,500	75
Major	50	\$1,000	\$50,000	\$887,000	150
	75	\$500	\$37,500	\$924,500	225
	100	\$250	\$25,000	\$949,500	300
	150	\$100	\$15,000	\$964,500	450
General	many	<\$100	\$35,500	\$1,000,000	many

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**Talk to Your Leadership Level Donors**

**Capital Campaign Formula**

**20 gifts**

**70% of Goal**

**50 Prospects**

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**Depth Chart**

\$2,500,000	\$1,000,000	\$500,000	\$250,000	\$100,000
1 gift/2 pros	1 gift/2 pros	2 gifts/4 pros	6 gifts/12 pros	10 gifts/30

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Depth Chart				
\$2,500,000	\$1,000,000	\$500,000	\$250,000	\$100,000
1 gift/2 pros	1 gift/2 pros	2 gifts/4 pros	6 gifts/12 pros	10 gifts/30
Joe Johns	Sybl Smith	Jenn Jacks	A. Jackson	Daryl Chen
Sally Kay	Courtney Xi	Dave Ost	Stu Sams	Maggie W
		Tally Wells	XY Fndtn	Anca Corp
		Tom Astor	Stu Corp.	FAS Fndtn
		Sonia Sack	Trent Eton	Com Fndtn
			E. Oliver	Gary McC.
			Linda Hays	Henry Duff
			Tom Oster	Anna Sens
			Latacha W	Benny Bru

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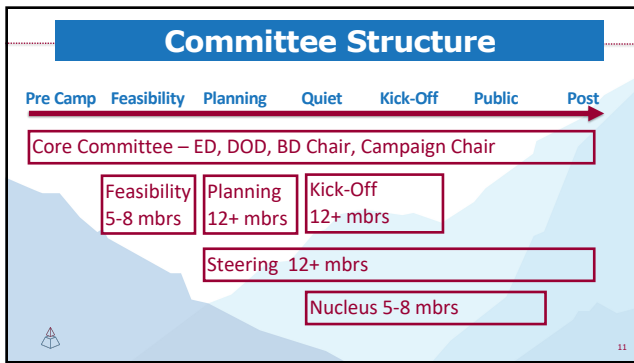
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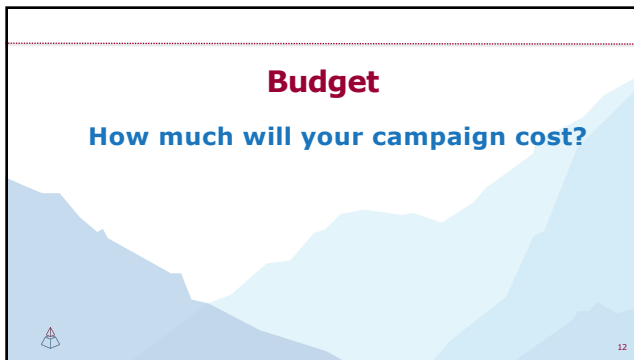
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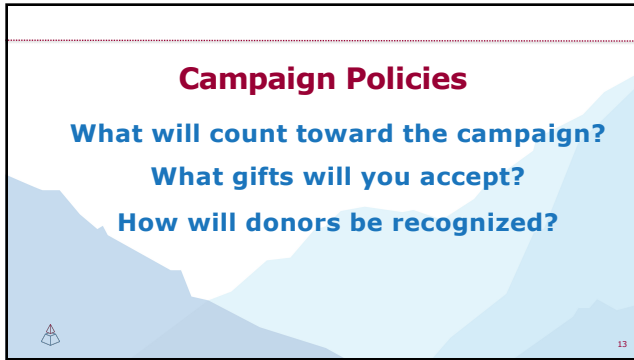
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