

Capital Campaign Timeline

All campaigns generally follow this framework regardless of size and scope.

	PHASE 1 Campaign Advancement	PHASE 2 Feasibility Study + Scope Assessment	PHASE 3 Board Gifts	PHASE 4 Lead + Major Gifts	PHASE 5 Community Campaign + Construction	PHASE 5 Dedication + Celebration
	SILENT PHASE				PUBLIC PHASE	
Phase Length	1-5 years	6-9 months	6 months	1-2 years	1-2 years	3 months
Milestones Achieved	<ul style="list-style-type: none"> Project needs assessment completed Non-philanthropic revenue options identified Financing options identified Key case messages outlined 	<ul style="list-style-type: none"> Identify top lead donors Answer core questions around how much money can likely be raised from individuals and foundations, and which ones Project scope adjusted based on additional information Case messaging refined based on feedback 	<ul style="list-style-type: none"> 100% board campaign gifts secured 	<ul style="list-style-type: none"> 70-80+% of campaign fundraising goal secured 	<ul style="list-style-type: none"> Final public campaign goal and timeline decided Comprehensive marketing and donor acquisition program is in place and running Final % of campaign fundraising goal secured 	<ul style="list-style-type: none"> 100% of fundraising goal achieved Project is complete and occupied
Activities	<ul style="list-style-type: none"> Secure early seed fund commitments from most loyal supporters to fund campaign soft costs Identify needs for additional development staff and contractors + hire Identify development technology, systems and policies needed for campaign Screen constituent databases to identify best prospects + conduct prospect research Engage + inform foundation program officers Engage + inform lead and major donor prospects Strengthen annual and major gift programs Recruit and engage campaign and Work Group leaders Launch Major Gifts Committee/Program Create draft Case for Support and key messages Outline initial campaign timeline and create campaign policies 	<ul style="list-style-type: none"> Identify and train feasibility study group participants Conduct feasibility interviews Gather feedback on case and project Align project scope and vision with available resources Develop a working goal for the campaign 	<ul style="list-style-type: none"> Project scope and financing clarified Case and campaign materials created Conduct board giving campaign Launch Campaign Committee Cultivate and engage lead and major donors Continue growing annual fund and major gift programs Continue to engage foundation program officers Continue to engage + inform lead and major donor prospects 	<ul style="list-style-type: none"> Solicit lead and major gifts Solicit foundations (after 50% goal secured) Determine final campaign goal and timeline Plan for community phase Secure challenge grants for community phase Continue growing annual and major gift programs 	<ul style="list-style-type: none"> Public announcement of campaign Ground breaking ceremony Ramp-up communications inviting all to participate Challenge grant for final fundraising push announced Continue building robust annual, major and planned giving programs 	<ul style="list-style-type: none"> Ribbon cutting and opening celebration Donors and volunteers recognized Donor stewardship efforts underway



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