

Campaign Fundraising Expenses

Campaign fundraising expenses are an important campaign budget category and are usually funded through the campaign itself. Typically, campaign fundraising expenses will be folded into the overall goal for the campaign.

Campaign fundraising costs are dependent on many factors, such as the size of the campaign, the duration of the campaign, the geographic scope of the campaign, the amount of time required from a consultant, and the existing fundraising structure in place within the organization.

As a general rule of thumb these costs will run somewhere between 5 and 15 percent of the total campaign goal, and usually the larger the campaign, the lower this percentage will be. It is critical that when a project budget is being created that fundraising expenses are incorporated into the overall budget and campaign goal.

Campaign fundraising expense categories include:

Additional Staff

If your organization needs to hire extra staff to manage the campaign, you will need to budget for salaries, benefits, and employment taxes.

Professional Fundraising Counsel

Most projects contract with a combination of campaign consultants, grant writers, public relations consultants, and contracted bookkeeping services depending on the needs of the organization.

Marketing + Communications

Campaigns require investment in top notch marketing and communication materials - website, graphic design, photography, brochures, letterhead and envelopes, campaign video.

Donor Recognition

Donor recognition items and opportunities need to be budgeted for and planned early in the campaign so donors can be advised of what type of recognition they will receive and each level of giving.

Campaign Events

Including cultivation events, kickoff event, committee meetings, groundbreaking, and dedication events. Event expenses will generally include facility rental, food, entertainment, equipment rental supplies and possibly an event director.

Administrative + Technology Costs

if you need to purchase or upgrade donor software, invest in wealth screening, donor analytics and prospect research, this can be done through the campaign. Other administrative expenses can include postage and office supplies and campaign related travel expenses.

Contingencies

Just like contingency funds are built into the construction and overall project budget, you should plan for 3-5% contingency for overall fundraising costs.



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