

3 BIG STEPS TO CAPITAL CAMPAIGN SUCCESS

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2019 Petrus Leadership Conference
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CAPITAL CAMPAIGN: THE VISION



CAPITAL /
FACILITIES



PROGRAMMING



OPERATIONS



ENDOWMENT



ARE WE READY FOR A CAMPAIGN?

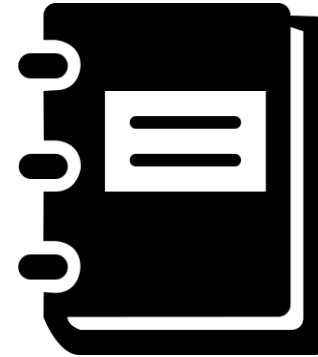
1. Do I have a vision for what our ministry could be if it were appropriately funded?
2. Am I willing to commit significant time and energy to development?
3. Do our donors and prospects receive regular communications from us?
4. Do we have internal systems (i.e. database, gift processing systems and policies, etc) to track gifts and pledges?
5. Does our ministry have a strong annual fund and stewardship plan in place?
6. Do we have a development team in place or are we willing to invest in hiring for development?



KEY SUCCESS FACTORS



CASE FOR
SUPPORT



CAMPAIGN
PLAN



LEADERSHIP



I. CASE FOR SUPPORT

“Reason we are doing a campaign”

1. Tells the story
2. History of Organization
3. Celebrates past success
4. Points out opportunities for improvement
5. Articulate how gifts in campaign will positively impact mission



2. LEADERSHIP

- **Volunteers**
 - Campaign Chairman
 - Campaign Steering Committee
 - Constituency Committee
- **Staff**
 - Director
 - Development Director
 - All ministry staff
- **Counsel**
 - Provides strategic direction/Helps focus efforts
 - Can provide assistance in each step of the process
 - Provides accountability and timeliness



3. CAMPAIGN PLAN

1. Written plan for campaign
2. Timeline
3. Table of Gifts
4. Prospect identification/Research
5. Moves Management



PRE-CAMPAIGN PLANNING

1. Plan, Plan, Plan
2. “Begin with the end in mind” Steven Covey
3. What vision will be realized as a result of a campaign?
4. Core Values
5. Constituencies we serve
6. Strategic Priorities



FEASIBILITY / PLANNING STUDY

1. Identifies leaders and key prospects
2. Tests level of support for specific initiatives
3. Tests degree of financial support
4. Cultivation Tool- helps pre-sell the campaign
5. Gives organization credibility to say campaign has good chance of success





**RETURN ON
INVESTMENT**

Cost to raise a dollar

	METHOD	TARGET	PURPOSE	COST	WORKERS
DIRECT MAIL ACQUISITION	LETTERS	EVERYONE	LIST BUILDING, OPERATIONS FUNDING	\$1.25- 1.50	FEW
DIRECT MAIL RENEWAL	LETTERS	EXISTING DONORS	DONOR LOYALTY, OPERATIONS FUNDING	\$0.20- 0.25	FEW
EVENTS	GOLF TOURNAMENT, GALA, RECEPTIONS	LOCAL CONSTITUENTS	PR, ENERGY, SPONSORSHIPS	\$0.50	MANY
MAJOR GIFTS / CAMPAIGN	VISITS	TOP PROSPECTS, DONORS	GROWTH, PROJECTS	\$0.05- 0.15	FEW
GRANTS	LETTERS	FOUNDATIONS, COMPANIES	NEW PROJECTS	\$0.20	FEW

THANK YOU!

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