KEY ELEMENTS OF A SUCCESSFUL CAPITAL (or ENDOWMENT or SPECIAL PROJECT) CAMPAIGN

1. A Clear Organizational Self-Image and Strategic Plan for Growth and improvement
2. Commitment of Time & Support from Board, Staff and Campaign Leadership
3. Fundraising Goals Based on Well-Established Plans, Needs, and Budgets
4. Issues of Organizational Preparedness Have Been Met
5. A Written Document That Makes a Compelling Case for Supporting the Campaign
6. Enlistment of Capable and Committed Volunteers
7. Ability/Readiness of Major Donors to Give Lead Gifts Before Any Public Announcement
8. Competent Staff Trained in Fundraising
9. Adequate Fund for Expenses
10. Caliber of Constituents
11. Previous Fundraising Success