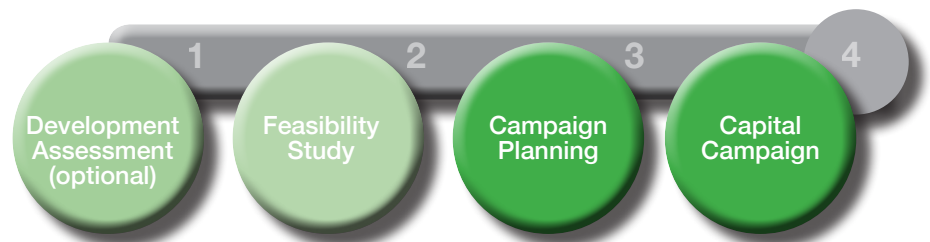


## What is a capital campaign?

A capital campaign is a substantial and concentrated fundraising effort, often to fund a special project that improves the nonprofit's capacity to meet its mission. Capital campaigns require significant planning and organization, emphasize major gifts, and are carried out with urgency.

## What are the phases of successful capital campaigns?



## What are the key fundamentals affecting campaign success?

- Bold Leadership
- Major Donors
- Inspiring Communications
- Campaign Infrastructure

## What are the outcomes of capital campaigns?

- Funding for the special project(s)
- Improved mission-effectiveness with the project completed & in place
- Increased engagement and relationship-building with numerous key constituents
- A lasting shared sense of pride for the achievement with numerous stakeholders
- A higher-performing development program when the campaign is complete



# Value

McDonald Schaefer provides **value** to clients conducting capital campaigns in three significant ways:

## Process

We specialize in planning and directing successful multimillion-dollar capital campaigns. Our years of experience in this field have propelled many of our clients to historically unprecedented campaign successes. Campaigns are made up of hundreds of moving parts and the systems and processes that we have developed over the years dramatically improve the efficiency and effectiveness of the campaigns we direct, as well as markedly improving their probability of success.



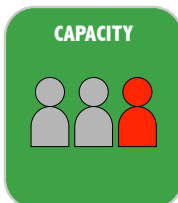
## Discipline

Campaigns involve dozens of key stakeholders, from board members to donors to volunteer fundraisers and staff. We are adept at directing the logistics of campaigns and engaging those involved and focusing their efforts to yield the productivity campaigns require. McDonald Schaefer provides the professional discipline (the propulsion) that ensures a sustained rhythm and momentum – week to week and month to month – that carries the campaign all the way to its goal.



## Capacity

Few nonprofits can imagine taking on the considerable demands of a major capital campaign on their own, in addition to regular staff duties. Most are working tirelessly just to meet the mission and budget needs of the organization. Nonprofits often need more bandwidth when taking on a campaign. By assigning a campaign team to the fundraising project, we effectively double or triple the resources dedicated to your campaign. This type of full and proper resourcing is often the difference between struggling campaigns that may never reach their goal – or take several years to do so – and campaigns that march steadily toward their goal with enough people to get the job done expeditiously.



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