



# Are You Sure You're Ready for a Fundraising Campaign?

*Preparing for a campaign isn't just important—it's everything.*

Q:

Our nonprofit organization wants to expand into a new, larger building. We will need to hold a capital campaign to raise the funds to build. How can we be sure we're ready for such a campaign?

A:

In fundraising, pre-campaign preparation is vital. Your campaign will be won or lost months before the kick-off. Here are nine questions which will help you decide if you're ready for a fundraising campaign.

1. Is there wholehearted agreement among the board and staff concerning the worthiness of your cause?
2. Are the board and staff determined and committed to the success of the project? Are they interested enough to make personal sacrifices—both in time and money—for the campaign?
3. Is your organization well regarded and highly respected in your community? Are your services considered important and relevant?

4. Is there a valid and urgent need for the funds? Is the case one which can be dramatized easily and effectively for emotional appeal?

5. Is top-level leadership available and interested in the project?

6. The largest gift—the initial one, if possible—should be for one-tenth to one-sixth of the campaign goal. Will this be possible? Can one-half of the campaign goal be secured from 10 to 15 donors? Can 65 to 75 percent of the goal be secured from approximately 100 donors?

7. Can a sufficient corps of enthusiastic and dedicated volunteers be enlisted and trained to work on the campaign?

8. Is the timing and planning of the campaign sound?

9. Once your building project is completed, will you have enough resources available to provide the annual support which will be necessary?

If you're not sure of the answers to all these questions, you're not ready for a campaign.

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*Editor's Note: Also see Are You Sitting on a Gold Mine? Fundraising Self-Assessment Guide, available through the Society's Resource Center Catalog, beginning on page 25 of this issue. For information on conducting a feasibility analysis to prepare your organization for a campaign, contact Jerold Panas, Linzy & Partners at the above address or at 800-234-7777 or 312-222-1212. ■*

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