



# Everything You Wanted to Know about Capital Campaigns, and More

**Do you need a capital campaign? Where should you start? These two books will answer those questions and many more.**

By Terrence Fernsler

## Preparing Your Capital Campaign

By Marilyn Bancel, CFRE. 137 pages. Softcover. San Francisco: Jossey-Bass Publishers, [www.josseybass.com](http://www.josseybass.com).

Preparation is the key to success. There is much planning involved in a capital campaign, and Marilyn Bancel covers every detail.

The first step is to decide whether your organization needs a capital campaign and, if so, when to launch it. Before you consider such an undertaking, your organization must be structurally sound, know how to evaluate its prospect base, and be able to tell its story well. Bancel offers an excellent test for project readiness and lists what to budget for.

Painstaking in its research, this guidebook delineates every step in the all-important preparation process. While it doesn't describe the actual campaign, it will prepare an organization so well that the campaign is bound to run smoothly.

If your organization is considering a capital campaign, this is an excellent guide to prepare for it. It will strengthen your organization as well as your campaign.

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## Conducting a Successful Capital Campaign, Second Edition

By Kent E. Dove. 510 pages. Hardcover. San Francisco: Jossey-Bass Publishers, [www.josseybass.com](http://www.josseybass.com).

This new edition of a long-time favorite provides invaluable advice on running a capital campaign. New to this edition is information on building relationships, developing lead gifts, and using technology. The advice on managing information systems can benefit any organization, whether conducting a campaign or not.

The discussion of trends is especially illuminating. More capital-campaign gifts are coming from the upper end of donors than ever before. Most of us know the 80/20 rule (80% of gifts come from 20% of donors), but, as Kent Dove points out, it's more of a 90/10 rule today. Gifts to campaigns are now mostly major gifts. Dove also points to a trend that may eventually make campaigns obsolete. Nonprofits may opt more for lifelong giving programs (which incorporate some of the things needed in a campaign) because such programs may be more beneficial in the long term than capital campaigns.

Still, this updated version of an already excellent book is full of helpful examples and suggestions. It will be useful for any organization — large or small — considering a capital campaign. ■

*Terrence Fernsler is development director for Columbia-Pacific Resource Conservation and Economic Development District in Montesano, Washington.*

