



Are You Ready for a Capital Campaign?

Here's everything you need to know to launch a successful capital campaign.

BY TERRENCE FERNSLER

Getting Your Ducks in a Row

By Robert F. Hartsook. 235 pages. Softcover. ASR Philanthropic Publishing, PO Box 782648, Wichita, Kansas 67278.

The most important step in a capital campaign is the preparation. In this helpful book, Robert Hartsook sheds valuable light on preparing for each phase of a campaign.

First, how do you know your organization is ready for a campaign? Hartsook provides the answers, urging groups to use consultants to get an unbiased opinion of readiness.

Once you're ready, your campaign rests on a clear case for support. Hartsook describes what a case statement should contain, to whom it should be presented, and when and how.

There are many types of campaigns. Some include the establishment of endowment funds, some

include government funding, some include the annual fund, while some include none of these. Hartsook clarifies the advantages and disadvantages of including each of these components in a campaign. He also emphasizes the importance of challenge gifts for achieving the goal.

Identifying prospects and their prospective level of support can make or break a campaign. This book shows how to do so effectively.

Who should lead the campaign? The structure of the campaign organization and the kinds of people to fill the positions are detailed. Hartsook tells us how to train, recognize, and appreciate the campaign volunteers. He looks at who to recruit and how. He discusses solicitations—how to approach them and how to train volunteers for them—at length. He explains when to go public with the campaign and ways to do so most effectively.

The board must support the campaign 100%. Their leadership of the organization becomes magnified during a campaign. Hartsook examines what kinds of boards lead to cam-

paign success, and how to recruit and train quality board members.

Finally, Hartsook describes a dozen successful campaigns and reveals what each did especially well. We learn that success for all 12 campaigns was due to the entire organization being well prepared. Through preparation, each organization knew its strengths going into the campaign and was able to build on those strengths.

There is much that goes into preparing for a capital campaign. A successful campaign can't be a play-it-by-ear endeavor. We can thank Hartsook for demystifying the process of campaign preparation in a thorough, readable book. ■

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