That's a Wrap!

Completing your fundraising campaign

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Overview

- Campaign phases
- Working with consultants
- Major Gift asks (quiet phase)
- Transition to public phase
- Managing momentum
- Wrapping it up
- Celebrate and move on

Campaign phases

You did your … …

- Preplanning
- Feasibility study
- Campaign organisation/logistics
- Quiet phase/solicitation
- Public phase

Now on to … …

- Final phase – wrap-up/clean-up
- Post campaign celebrations
- What comes next?

Consultants

- Work with one or not?
- Reasons
- Benefits
- Options
- Ann's experience
- Lisa's experience

Major Gift asks

- Definition (size of gift)
- Pledges
- Consultants
- Warm ask
- Peer-to-peer
- Service Clubs
- Naming opportunities
  - the good, the bad, and the ugly
  - *share from the floor*

Ask and ye shall receive!

Transition to public phase

- Timing
  - when?
- Public launch
- Community engagement

Campaign community engagement: Barrie

Barrie community engagement

Community engagement: Halifax "Share the Wow"

Public Launch of campaign – *share ideas*

Branching Out public launch

In the Doldrums?

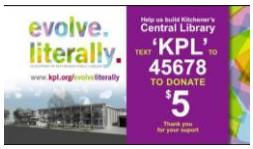
- What about that plateau?
- Re-assess prospects
- Existing major gift donor assists
- Matching gift campaign
- Fadeaway

- *Share from the floor*

Stalled campaigns: Matching Gift

Stalled campaigns: resource sample

Stalled campaign: Social Media



So you think you're finished?

But you're really just entering another stage …

- Logistics of completion
- Community engagement
- Start of donor relationship
- Hard Hat tours/Sneak Peeks
- Donor celebrations
- Springboard to ongoing fundraising

Logistics

- Tracking and follow-up
- Pledge completion
  - Clear, signed agreements
  - pledge reminders
- Ongoing engagement – tell the stories
  - traditional methods plus social media
- Warm meaningful thanks (not cold facts)
- Donor recognition
- Final reports

Donor recognition: Thamesford (and Norwich)

Donor recognition: Barrie, 1996

BARRIE PUBLIC LIBRARY
Enriching our Community

Kitchener: Campaign donor wall (interim)

Donor recognition: Tavistock

Donor recognition: Kitchener

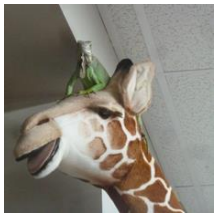
Donor recognition: Kitchener

Community engagement

- Grand Opening (soft opening)
- Make the most of the high
- Fantastic new space
- Higher profile
- Excitement of Board & staff, aswell as public
- External uses

- Some examples

Grand Opening: Tillsonburg



Grand Opening: Central Library, Kitchener

Halifax Central Library opens its doors

Stewardship

- Touch where you can
- Updates/progress reports
- Special invitations
- Anniversary dates

- Personal touches
- Stewardship is so important!

Community engagement: anniversary dates

Komoka library

Community engagement: anniversary dates

Painswick branch (Barrie)

Imaginative anniversary dates!

Barrie:
Marvin B. Moose
birthday

What next?

- Your donor base
- Build your list
- Annual mailing
- Future events
- Major Gift stewardship
- Corporate partnerships (ongoing)
- Plan for future fundraising
- Resources and Networking

Resources

- SOLS: website, consultant, fundraising interest group (OPLfrig)
- Charityvillage.com
- AFP: afptoronto.org afpnet.org
  - (membership needed for some access)
- CAGP
- Postgraduate programmes: Georgian; Humber
- Students in college programmes

That's a wrap!

- GOOD LUCK! and questions
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