

onecause® | WEBINAR

PREPARING FOR A
Capital Campaign

Where to Find **Donors + Partners**



Meredith Terrian

Trainer, Fundraising Academy
Founder & Principal, The Allied Group



Wednesday, March 6, 2024



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Learn more about the OneCause Fundraising Platform

PRESENTERS



Dawn Lego (she/her)
Director, Brand Engagement
OneCause



Meredith Terrain (she/her)
Trainer, Fundraising Academy
Founder & Principal, The Allied Group



FUNDRAISE

YOU'VE GOT A CAUSE.
LEARN HOW TO FUND IT.

Objectives



- Explore Capital Campaigns as a Major Gift strategy



- Understand how the Cause Selling Cycle can support your campaign



- Learn how to use the MADDEN Test to qualify campaign prospects



- Discover data strategies to find qualified prospects



- Understand the role of the Case Statement in your campaign

CAPITAL CAMPAIGNS: *A Major Gift Strategy*

Passion Isn't Enough

Nonprofit is not a
business model



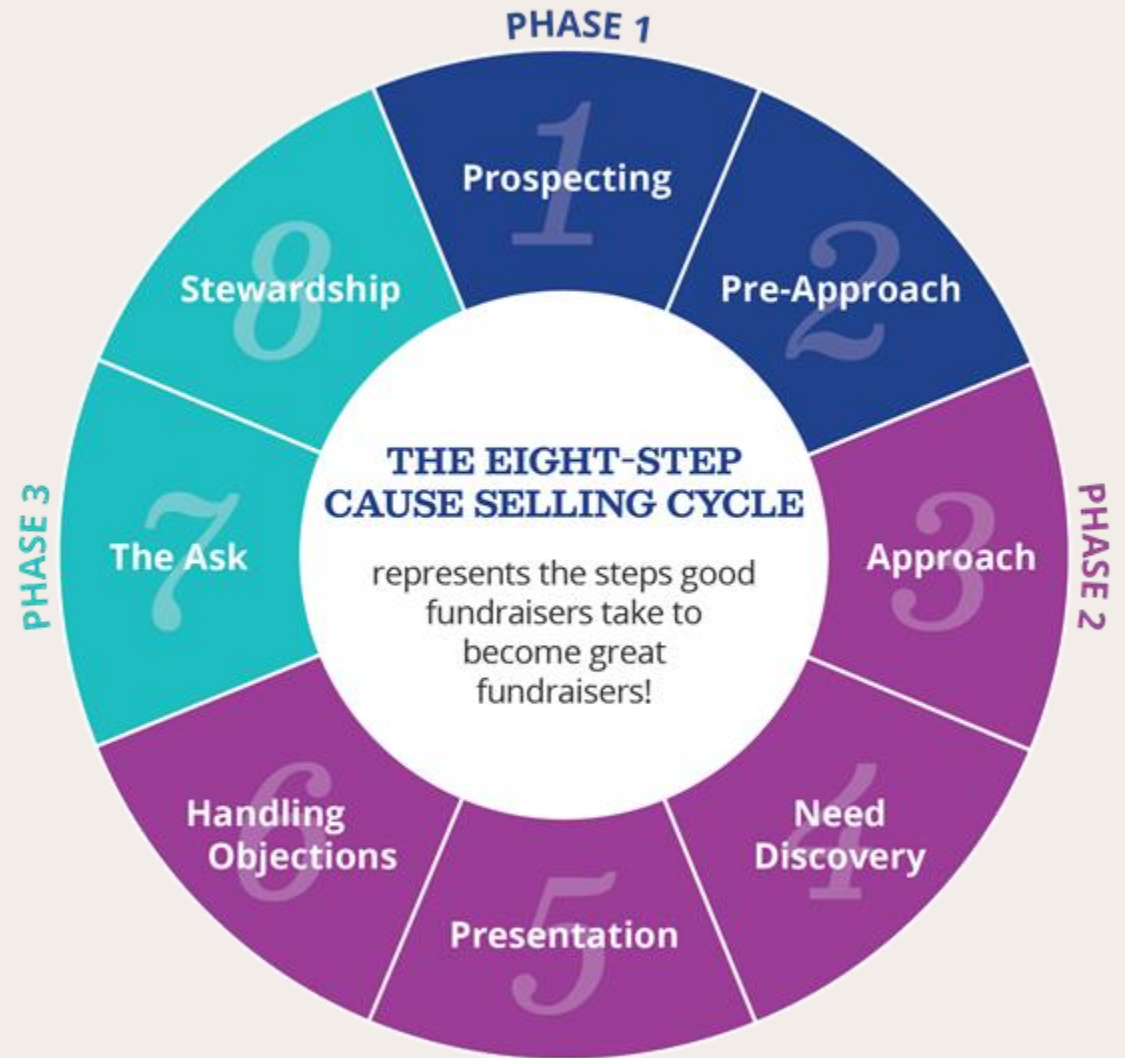
It's a **tax status**

Both profit and nonprofit need the same thing to grow.

Cause Selling Professionals = Future Focused Fundraisers

The Cause Selling Cycle

Phase One
Phase Two
Phase Three

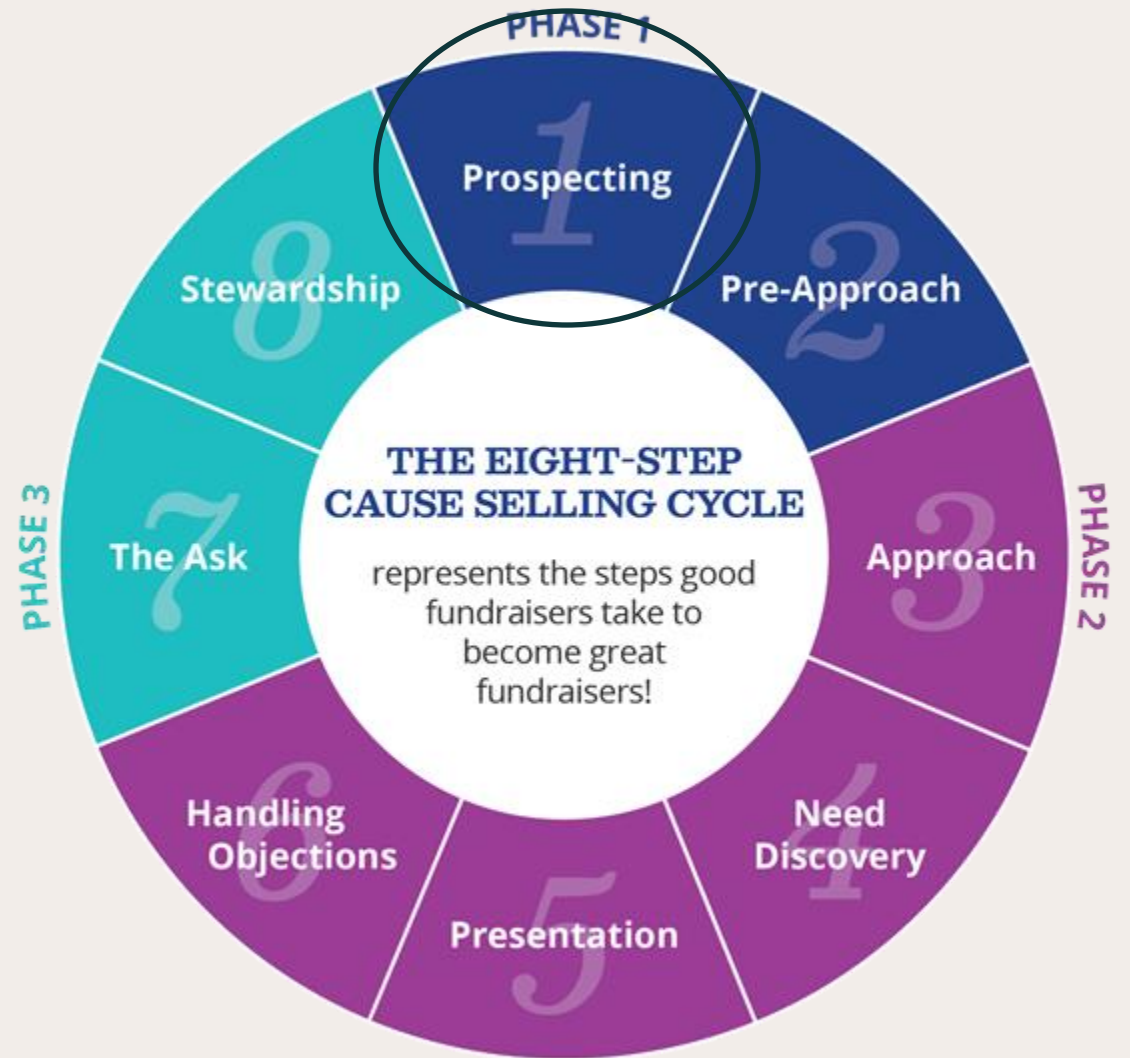


PROSPECTING

How to find qualified donors

What is Prospecting?

The process of **looking** for, or **searching** for, prospective donors



A Qualified Prospect

A QUALIFIED PROSPECT is someone who has:

- The *means* to give
- The *ability* to make the giving *decision*;
- An *interest* in your organization's mission; and
- An *existing relationship* with your organization's staff, volunteers, or leadership that provides access to make a request for support.



The MADDEN Test



- M** MONEY
- A** APPROACHABLE
- D** DESIRE
- D** DECISION MAKER
- E** EMOTION
- N** NEED

COMMUNITY SHARE



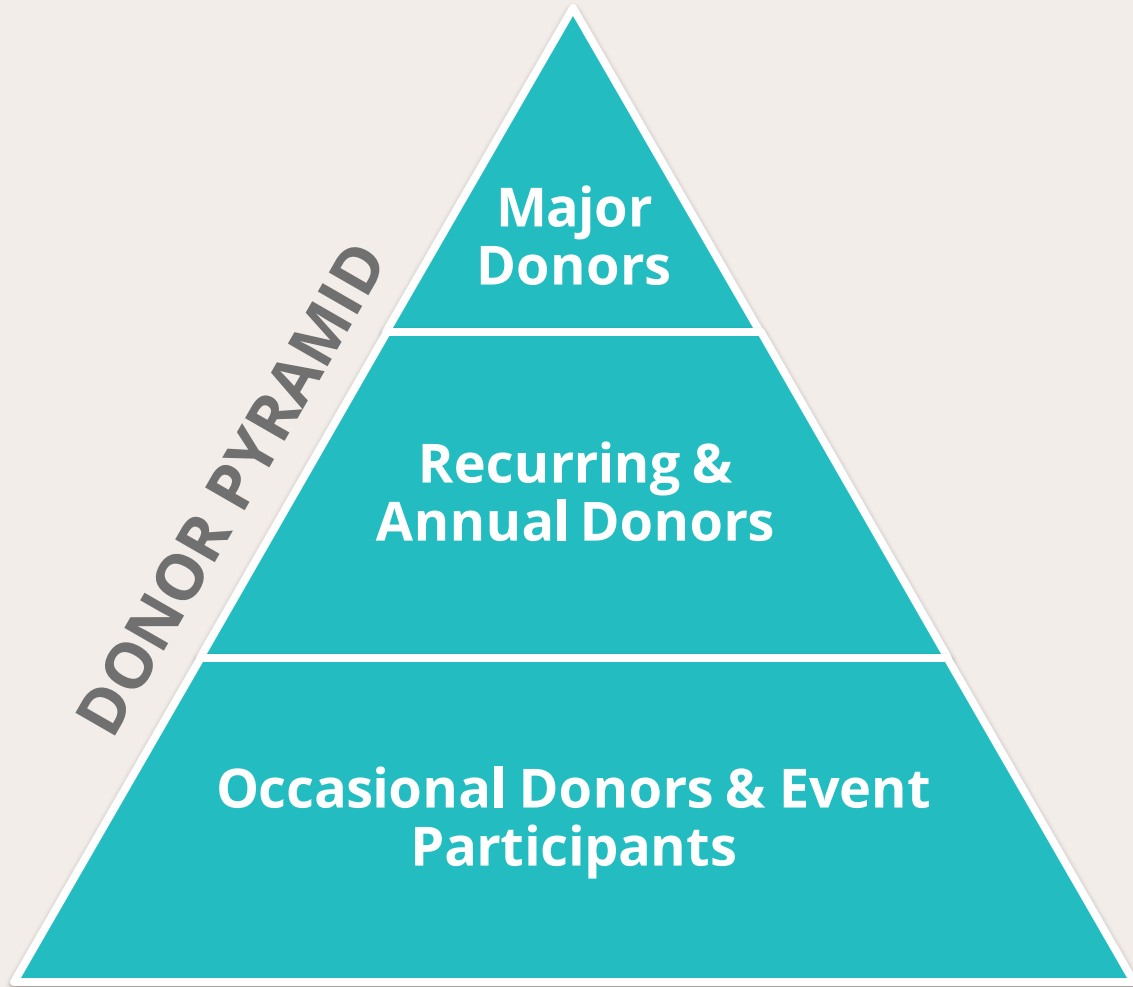
In your opinion, which of the MADDEN qualifiers are most important and why?

Methods of Prospecting

1. Referrals
2. Influencers
3. Events
4. Direct Marketing
5. Social Media Marketing
6. Warm Calling
7. Networking
8. Organization-Initiated Prospecting
9. Website
10. Crowdfunding

Dive into Your Data

How do you determine qualification?



- Pull the **5-10** donors who have given the **largest gifts** to your organization.
- Eliminate outliers (use the median, not the average).
- Set a minimum.
- Test your minimum within your database.

Finding Prospects in your Database

A Prospects

- Renewing donors who have given for **3+ years** in a row with **no increase**
- **Reactivated** donors
- New **\$500+** donors whom you don't know

Finding Prospects in your Database

B and C Prospects

- Zip code sort
- **Frequent** ticket buyers
- High **bidders** (not necessarily winners)
- Anyone who opted to make a donation from **your website**

The Case for Support

5 Primary Ingredients in the Case Statement

1. What is the issue?
2. How is your organization solving or addressing the issue?
3. Why is this urgent? What happens if it is not done now?
4. What is the ask? *Include gift amount, purpose, benefits, etc.*
5. How will this gift make a difference and how will success be measured?

Using a Gift Chart

A gift chart is a tool used to determine how many gifts and prospects you will need to raise a specific amount of money

Gift Range Chart		<i>Aly Sterling</i> PHILANTHROPY	
Gift Amount	# of Gifts	# of Prospects	Cumulative Total
\$150,000	1	4	\$150,000
\$75,000	2	8	\$300,000
\$40,000	4	16	\$460,000
\$20,000	8	24	\$620,000
\$10,000	16	32	\$780,000
\$5,000	24	48	\$900,000
\$2,500	40	80	\$1,000,000



3 Modes of Persuasion

1. Pathos | Appeal to emotion
2. Ethos | Appeal to credibility
3. Logos | Appeal to logic

QUESTIONS?



@CauseSellingEd

Connect with Us!



Fundraising Academy

Meredith Terrian





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CULTIVATE 2024

When?

May 2, 2024 | 8:00am - 5:30pm

May 3, 2024 | 8:00am - 12:00pm

Where?

National University | Spectrum Campus
9388 Lightwave Ave, San Diego, CA 92123



THANK YOU

TAKE YOUR CAUSE AND
CREATE IMPACT.



**FUNDRAISING
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BEYOND WORDS: THE ART OF

NONPROFIT

Video Storytelling



Chris Milano
Founder & CEO
MemoryFox



Wednesday, March 20, 2024



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