

The Campaign Process



Campaign Readiness - Campaigns are like running a marathon: success is determined by the preparation prior to the big race. Is your nonprofit in shape for a campaign? **NewDay's** Campaign Readiness Assessment is a check-up for your major organizational systems [Board, Leadership, Fundraising, HR, etc]. **NewDay** can also provide Campaign Readiness Counsel to position your nonprofit for the big race.

Campaign Planning Study - This is the unofficial start of the campaign. Studies provide nonprofits valuable insights in how to structure their campaign and prepare donors for their gifts. The **NewDay** study is broken into three parts:

- **Study Prep** - The study begins with development of a campaign case statement, gift range chart, prospective donor list, and an organizational assessment.
- **Study** - The study itself typically consists 25-40 interviews with individuals who "could if they would" make a Top 20 gift. The goal of the interviews is to determine how your case resonates, the capacity of donors to give, and who would be the best leaders for the campaign.
- **Campaign Planning** - From the study results, we develop a campaign plan to include a timeline, budget, campaign organizational structure, and other strategies.

Quiet Phase - Now the rubber meets the road. First, we identify the campaign steering committee from the slate of leadership recommendations. Then we begin quietly fundraising for leadership gifts and closely held gifts (board members, staff, and key volunteers). The Quiet Phase is also a time to plan for the public phase.

Public Phase - Once 60-80% of the goal is secured (cash or pledge), it is time to go public. Why wait so long? Because it is hard to get excited about the tired campaign thermometer sitting at 10% for months. The Public Phase kicks off with a flurry of media, events, and fundraising activity. This is the time to talk to service groups and churches, next-door neighbors and friends, foundations and businesses, to make one final push to get across the finish line.

Celebration Phase - Woohoo! We made it! But we can't quit yet. It is time to celebrate! To some it seems silly, but throwing a party at the end of a campaign makes strategic sense. Celebration can be a way to recognize and thank volunteers and donors, show off your accomplishment to the broader community, and brand your organization with success. Finally, the Celebration Phase is a great time to touch up the annual giving program and test out new organizational systems to ensure sustainability.