



# Capital Campaigns

If your organization wants to build or purchase a new facility, property, or other significant investment and is seeking help in raising the funds to do it, we stand ready. We offer comprehensive or project-based support for each step of your capital campaign, from feasibility to implementation.

## Step 1: Feasibility Study



We start by getting to know your group and capital project. Our Feasibility Study helps you to assess the likelihood that your donors will give to your campaign, recommends strategies for donor acquisition, identifies the volume of support you need, and provides your team with a campaign strategy. Typically, feasibility studies may include donor surveys, focus groups, donor interviews, donor database analysis, wealth analytics assessments, reputation assessment, and an overview of current market conditions that may impact your campaign's success. The study culminates with an Executive Summary and Feasibility Report for your use moving forward.

## Step 3: Campaign Implementation



We join you as the campaign management team to ensure that each step of your campaign from engagement to solicitation is carried through to fruition. We support your team each step of the way in training, encouraging, and doing. Our approach is to let you lead where you feel comfortable and fill in the gaps as needed. We work with your committees to develop a strategy for reaching each identified donor and campaign prospect, and we help you to ready that relationship for the ask. Our entire team is here at Raise the Bar to provide added support behind the scenes with phone calls, invitations, and scheduling. And we even serve as your lead solicitors if/when needed. We promise to beat both local and national competitor pricing for all Capital Campaign Services by at least 10%.

## Step 2: Campaign Design & Readiness



Once you decide that you're ready to begin, we help to build your case statements, campaign collaterals, online presence, value added propositions, and stakeholder engagement. We also work with you to identify and ready your campaign committees. We train your internal team, if needed, and resource them for implementation. Our work builds off of Step 1, so you're not reinventing the wheel.

## Step 4: Celebration



With decades of high-quality event management experience, our team is here to assist you with ensuring that all facets of your donor recognition program, ground breaking ceremonies, ribbon cuttings, campaign kick-off, associated VIP events and grand openings are planned as top-notch affairs. We can take care of every detail if you need it.

