



# How to Conduct a Successful Campaign

From proper governance to readiness, the advanced gifts & public phases and celebration & stewardship

# Elements of a Campaign

- Dedicated Board and Proper Governance Structure
- Planning and Readiness
- Advanced Gifts Phase
- Public Phase
- Celebration and Stewardship

# Proper Governance – Dedicated Board of Directors

## Role of the Board

- Hire and support the CEO and to counsel the President/CEO as needed;
- Identify a process for the nomination and selection of future Board members and a process for orienting them to their role;
- Have a regular and specific self-assessment process;
- Set the strategic direction for the organization and focus on the big picture; and
- Give, personally, and assist the organization with securing additional financial support.

# Planning and Readiness

- Strategic Planning
- Internal Readiness
- Feasibility Study
- Solidify Campaign Leadership

# Advanced Gift Phase

- Case for Support (preliminary case statement)
- Lead Gifts & 100% Board Participation
- Pre-conditioning
- Volunteer Structure
- Solidify Campaign Priorities

# Public Phase

- Case Statement
- Launch
- Increase donor/membership base
- Planned Giving

# Celebration and Stewardship

- THANK YOU!
- Donor Event
- Campaign Report
- Debrief & Internal Report
- Repeat



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Questions?