

## 10 Key Indicators of Campaign Readiness

1. **Strategic Plan** - Does your organization have one in writing? Is your Board behind it 100%? Are the campaign objectives grounded in the goals of the strategic plan?
2. **Compelling Case for Support** - What do you need and why do you need it? Is the campaign goal reasonable? A written case statement defining your needs and how the campaign priorities address those needs will paint a vision for donors about the campaign possibilities and outcomes. More than just a persuasive piece, the case statement should include project costs, renderings, and other detail to give donors confidence about the project's potential for success.
3. **Strong Board Leadership** - The Board is responsible for the success of the campaign from beginning to end. Is your Board willing to commit to the extra work and time to help identify, cultivate, and solicit prospects? As a group, does your Board have the capacity to make a significant gift to the campaign? Are Board members influential and respected in the community?
4. **Broad Donor Support** - Have you identified your top 100 donors/prospects? Is there a history of fundraising success? Do you have a successful annual fund program with upper level gift societies from a diverse portfolio of donors? What have you learned about your donors' preferences through their annual gifts? Can you identify a lead gift of at least 10% of the campaign goal? Do you know your fundraising strengths and weaknesses?
5. **Capable and Qualified staff** - Are the Executive Director and development staff ready for the increased workload of a campaign? Is the staff structured to support a campaign? Volunteers and Board members will play a large role in the campaign, but there must be professional staff to support their efforts.
6. **Community Perception** - Do you have a respected and recognized community image? Are you in regular communication with your constituents? Are there community influencers and partners who would be willing to endorse your organization? Is there an organizational milestone approaching that could anchor a public relations effort including the campaign?
7. **Volunteer Leadership** - The number one reason people say they give to a nonprofit is because they were asked. Do you have a capable corps of volunteers ready to make the ask? Are there obvious candidates for the Campaign Chair and other campaign leadership?
8. **Timing** - Is now a good time for a campaign, both internally and externally? What are the activities going on inside the organization (like traveling exhibits or a leadership transition) that could help or hinder a campaign? What other campaigns are going on in your marketplace?
9. **Resource Readiness** - Are your development systems in good order? This includes accessible donor records, prospect tracking and reporting, gift acceptance, reporting and acknowledgement policies. Have you budgeted for campaign costs?
10. **Feasibility Study** - Have you conducted a feasibility study to assess campaign readiness? The hallmark of successful campaigns is prudent planning and a feasibility study is the first step. The resulting information identifies the highest campaign priorities, the amount of money that can be raised, potential prospects and volunteers, ideal timing, and external obstacles to success.

***Do you think your organization is ready for a capital campaign? Contact moss+ross to discuss these factors and how we can help your organization get campaign ready.***