



Are you ready for a Capital Campaign?

Does a campaign support your mission and vision and is it tied to your strategic plan?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Do you have effective staff and volunteer leadership?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Do you have the infrastructure and systems that can support a capital campaign?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Do you have a compelling plan?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Do you have capable and interested potential donors and investors?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Have you enlisted advice and gained consensus through a well-run feasibility study?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Do you have a track record of success in the organization (in program delivery and fundraising?)	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is there seed money to invest in the planning and execution of a campaign?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is there a positive culture of philanthropy in your organization?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Will you be able to stay the course throughout the campaign?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Total Yes ___ Total No ___



Suggested Reading

Donor Centered Fundraising: How to hold on to your donors and raise much more money by Penelope Burk, *Cygnus Applied Research, Inc. (Chicago, IL), 2003.*

Conducting a Successful Capital Campaign: The New, Revised, and Expanded Edition of the Leading Guide to Planning and Implementing a Capital Campaign by Kent Dove, *2nd Edition, Jossey Bass, 1999.*

Fundraising Realities Every Board Member Must Face by David Lansdowne, *Emerson and Church Publishing, (Medfield, MA), 1996.*

The Raising of Money: Thirty Five Essentials Every Trustee Should Know by James Gregory Lord, *Third Sector Press, (Cleveland, OH), 1983.*

Asking: A 59 – Minute Guide to Everything Board Members, Volunteers, and Staff Must Know to Secure the Gift by Jerold Panas, *Emerson and Church Publishing, (Medfield, MA), 2004.*

Designs for Fund Raising by Herold J. Seymour, *Fund Raising Institute, (Rockville, MD) 1988.*