**ABC PUBLIC LIBRARY**

**CAPITAL CAMPAIGN STRATEGY**

**GOAL**

The ABC Public Library is seeking approximately $600,000 in donations and pledges to support remodeling and constructing an addition to the Library.

**FUNDRAISING STRATEGY**

The strategy will consist of 3 parts:

 1. A **major and lead gift** appeal, focusing on individual personal contacts with prospects, seeking approximately 16 pledges of $10,000 or more;

 2. A **medium gift** component realizing approximately 115 pledges in the $1,000 - $5,000 range from approximately 200 prospects;

 3. A broad **small gift** component.

**Lead and major gifts** will focus on seeking commitments that carry over a 3 to 5-year pledge period.

**A significant challenge or matching pledge** will be sought.

Broad community support will be sought through small gift commitments including a **Million Penny Campaign** among school children and a **brick or tile appeal.**

 **PLEDGE LEVEL CHART**

Pledges at the following approximate levels will be required to meet the $600,000 goal:

$ 25,000 1 25,000

 15,000 5 75,000

 10,000 10 100,000

 5,000 25 125,000

 2,500 40 100,000

 1,000 50 50,000

 500 100 50,000

100 125 12,500

 Other 62,500

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 356 $ 600,000

**THEME, FOCUS AND CASE FOR SUPPORT**

Funds raised will be used to pay for constructing an addition to the Library and remodeling existing spaces.

Campaign materials will emphasize “The Library of the Future” and how a state-of-the-art facility will benefit the future of the ABC area.

Special emphasis will be placed on the benefits to children, families, the elderly and small businesses in the community.

Campaign marketing materials will be designed in a highly flexible format so they can be tailored and modified for each lead and major gift solicitation.

**CAMPAIGN STRUCTURE**

Under the 3 broad divisions, a flat campaign organizational structure will be established.

Volunteers will be recruited to solicit lead and major gifts.

**VOLUNTEERS**

It is estimated that approximately 25 volunteers will be required to participate in making personal contacts and soliciting pledges of prospects capable of pledging $5,000 or more.

Most volunteers will be recruited to fulfill specific, short term tasks that do not require formal committee participation or extended time commitments.

Additional volunteers will be needed to assist in managing and implementing special events and small donor solicitations.

**JOB DESCRIPTION**

Volunteer Title: **Campaign Chair or Co-Chair**

The Chair provides volunteer leadership for the Campaign.

The Chair reports to the Library Board and has the following responsibilities:

\* Recruit key volunteers

\* Chair campaign planning meetings

\* Approve solicitation methods

\* Assist in compiling donor lists and assessing prospects

\* Participate in selected prospect contacts

\* Serve as campaign spokesperson

The Chair is critical to the overall success of the campaign. As leader and spokesperson, the Chair must be able to articulate the need for the campaign.

**HONORARY CHAIRS AND ENDORSERS**

Honorary Chairs and Endorsers, representing the broad scope and history of the ABC area, will be recruited.

**JOB DESCRIPTION**

Volunteer Title: **Volunteer Solicitor**

Volunteer Solicitors report to the Campaign Chair and are responsible for personally meeting with approximately 4 to 5 donor prospects.

Volunteer Solicitors:

 \* Participate in a 2-hour donor assessment meeting

\* Participate in a 1-hour training/assignment session

\* Develop a strategy for contacting and soliciting their prospects

\* Follow-up with prospects to secure pledges

Individual responsibilities:

\* **Pledge** to the campaign;

\* **Endorse** the campaign and its goal;

\* **Attend** one donor assessment meeting and one training/assignment meeting

\* **Personally solicit** approximately 4 to 5 prospects

**CAMPAIGN ADMINISTRATION**

Campaign administration includes:

* Maintenance of campaign records
* Financial responsibilities, banking, deposits, etc.
* Data and word processing...correspondence
* Maintenance of prospect and mailing lists and prospect assignment system
* Preparation and maintenance of pledge information
* Assembling campaign literature
* Typing and mailing of solicitation proposals
* Pledge acknowledgements and reminder system
* Preparation of campaign reports and projections
* Distribution of campaign newsletter
* Recording minutes of campaign meetings

**PAYMENT OPTIONS**

Single payments

Multi-year pledges

Annual and quarterly installment payments

Electronic fund transfer

Credit cards

Appreciated property and stocks

**DONOR RECOGNITION**

Donors of $1,000 or more will be recognized on a “Wall of Honor.”

Donors will also be offered a variety of recognition opportunities as sponsors of rooms and areas within the Library.

Special recognition opportunities may include memorials honoring individuals and businesses.

**MATERIALS**

Following are some of the materials that may be required in conducting the campaign:

Pocket folders

Stationery with campaign leadership and endorsers listed

Envelopes

Note cards for handwritten correspondence, thanks and acknowledgements, etc.

Pledge cards, or return envelopes with pledge information on flap that will serve as pledge card

General brochure or tabloid

Fact sheet

Recognition opportunities

Project budget

Lists of key volunteers, Library Board

Giving chart

Campaign newsletter

WEB page

A community public information campaign will be implemented to support the capital campaign.

**TIMETABLE**

June Complete campaign strategy and workplan

 Confirm campaign leadership; expand leadership group

July Establish campaign administrative structure

 Design and print campaign materials

 Secure leadership and key volunteer pledges

Prepare prospect list; identify lead prospects

August Recruit volunteer solicitors

 Develop prospect information; evaluate, assess donors

Develop lead and major donor contact strategies

September Train volunteers

 Contact lead and major donor prospects

October - November Evaluate and assign all other prospects

 Solicit balance of prospects

December Complete campaign

**CAMPAIGN BUDGET**

 Administration/staff $ 9,500

Fundraising materials 2,000

Special events 1,000

Mailings 4,500

Credit card, bank charges 250

Consulting/special services 3,500

Contingency 2,000

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 $13,500

Budget totals 2.25% of goal