

The Capital Campaign Journey

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BEFORE starting your capital campaign

- Find a consultant or local capital campaign person to come speak to your board & team to explain the process and what to expect
- Get your ducks in a row – plan for the future, work on improving your public relations and image within your community, donor software, create an investment policy
- Do your homework – research & understand your project, obtain accurate pricing
- Utilize connections you already have or find new connections or people that can help you



Getting started

- What's your project & vision? How much will it cost?
- Case Statement
- Renderings of the project
- Giving Pyramid
- Identify your capital campaign team
- Identify your donors & their capacity to give
- Determine who on your team is comfortable talking to large donors
- Timeline
- Visits & making the “ask”



What we learned...

- Stay positive, be passionate & enthusiastic about your project
- It's a long process & takes time and commitment in order to succeed
- Think outside the box and be creative
- Roadblocks happen, find a way around them and keep going
- The Board **MUST** be on board with the project 100% and be stewards in your community to promote the project
- Communication: Be honest with your donors, include them in your project & give them updates
- And lastly....Dreams do come true!



Give Me Shelter

