

CAPITAL FUNDRAISING: A MISSION BASED APPROACH

THE STARTING POINT

The first question that needs to be asked is not “how much can we raise” but “what compulsive urgent need confronts the community that the organisation serves and what building, equipment and endowment developments are necessary to meet those needs?”

DETERMINE THE LIKELY COST

What is required to achieve the Mission objectives of the organisation? How much will this cost? Until a project can be costed, whether it be on the basis of preliminary design or full working drawings, and a reasonable estimate of costs made available to the organising group, it will not be possible to test the feasibility of a Capital project.

HOW SHOULD A PROJECT BEST BE FUNDED?

Considerations should take into account present indebtedness, funds in hand, realisable assets, loan accommodation, future likely budget surpluses or deficits, grants, subsidies etc.

Only when the funding for the project is considered as a whole could it be sensibly determined whether and to what extent gift money will be required.

WHAT IS THE FUNDRAISING POTENTIAL OF YOUR PROJECT?

What can be raised by way of a Capital Campaign for any philanthropic cause

depends not so much on the numbers and affluence of its constituents, but on fact such as:

- Does there exist a specifically crystallised concept of the project, with definite site, size, shape, functions and capacity?
- Is there a genuine need for this project?
- Has that need been conveyed to the constituents?
- Do they accept that there is such a need?
- Do they accept that the plans as presented adequately meet the need?
- Is there an element of compulsive urgency? Can it be demonstrated why **this** community needs **this** project **now**?
If not there are always plenty of other worthy causes deserving of the philanthropic dollar. Can it be shown that this is a project whose time is come?
- Does there already exist an organised group of people who are prepared to give time and money to this cause? Are those who are promoting it prepared to face that reality and to lead the way with their own giving?
- Ideally this core group should contain within its members some of the financial leaders of the community. If that is not the case,

then at least its members must have
the capacity to establish an effective

“bridge” to the financial leaders of
the community.

Only when all of the above has been researched is it sensible to enter into a formal Fundraising Feasibility and Planning Study.