

ROOT

STRATEGIC

THE

AGENCY

Development & Communications

CAMPAIGNS



ANNUAL CAMPAIGNS

- Build up support for annual operations
- Effective way to invite a supporter to invest in your programs
- Catalyst for launching a major gifts program



CAPITAL CAMPAIGNS

- Utilized to raise significant funds aligning with strategic plan
- Most associated with buildings, but could include program expansion, debt elimination, etc.
- Highly sophisticated and require a great deal of planning and oversight
- Studies are recommended before you engage
- Typically run every 5-10 years



ENDOWMENT CAMPAIGNS

- Sustain your organization for the long term
- Incorporate Planned Giving
- Policies and procedures should allow for organizational growth and protection during economic downturns
- Before launching, ensure that you have enough unrestricted annual operating funds



PEER TO PEER

- Great way to broaden your donor base at an entry level and to widen your awareness reach
- Allows a supporter to maximize giving by engaging friends, family, and co-workers
- Tactic that should be part of all campaigns
- Needs a plan to get donors more involved beyond this one-time effort



ONLINE GIVING CAMPAIGNS

- Raise broader awareness and entry-level donations
- Call supporters to action quickly within as little as 24 hours, but no longer than 4 weeks
- Can have a specific project or special initiative focus
- Should be a part of all campaigns

Strong Leadership

Tactical Plan of Execution with Timeline & Urgency

Ready and Willing Donors

Compelling Case Elements