

mission

ADVANCEMENT

Fund your mission. For good.

Coffee & Conversation: **Are You Ready for a Capital Campaign? checklist:**

- A compelling and urgent need exists**
 - How is the proposed project critical to your mission?
 - Is the project urgent?

- Do you have stable board leadership and solid support?**
 - Does your board agree with the need and plan?
 - Are they willing to contribute to the campaign?

- There is evidence of interest among your donor base**
 - Are donors excited about the future of your organization?
 - Do donors want to expand the organization's impact?

- Interested donors have funds to donate**
 - Do you have access to capacity donors?
 - How much can your organization raise? (Hint: A planning study may help!)

- Top-flight, hands-on volunteer leadership is involved**
 - Do you have volunteers with influence and affluence?
 - Can you identify a candidate who will lead the campaign?

- There is a commitment to execute the campaign properly**
 - Is leadership willing to give the campaign the time it needs?
 - Have you secured campaign counsel?

Learn more at MissionAdvancement.com