

Capital Campaign Telephone Seminar Handouts

IMPORTANT: Please print the packet and keep it near your desk for the call. Also, take this first page and TAPE IT TO YOUR MONITOR OR WALL so you won't forget to be on the call. You have reserved one of the phone lines and you won't want to miss a single minute!

The Details:

Teleseminar: ***The Perfect Capital Campaign: 7 Things You Need to Know in Order to Exceed Your Goal, Do It Under Budget, Complete the Campaign on Time, and Delight Your Donors***

When: **Tuesday, February 12
2:00 PM Eastern, 1:00 PM Central,
12 Noon Mountain, 11:00 AM Pacific**

Presented by: National Development Institute. Hosted by Jon Fugler of MinistryFundraising.com, featuring special guests Wesley Rediger and Jimmy LaRose.

Dial-in: 1-646-519-5815 (Please call in 5 minutes early)

Passcode: 2076

Note: Keep your handouts nearby... we'll be moving very quickly and you will want to take notes!

Note #2: Not sure if your clocks are right? Go to www.time.gov for the official time.

Be prepared to invest this time to advance your organization. We're glad you could join us.

National Development Institute NationalDevelopmentInstitute.org

READ THIS FIRST

To: Non-profit leaders registered for *The Perfect Capital Campaign: 7 Things You Need to Know in Order to Exceed Your Goal, Do It Under Budget, Complete the Campaign on Time, and Delight Your Donors*, with Wes Rediger, Jimmy LaRose and Jon Fugler.

From: Jon Fugler, teleseminar host and radio personality
jon@MinistryFundraising.com

Dear Non-Profit Leader:

This PDF contains the handouts for the *Perfect Capital Campaign* teleseminar. I recommend you print a copy and keep it close.

You will notice I have given you the key points and space to take notes.

Our experts, Wesley Rediger and Jimmy LaRose, will discuss each point in detail and you will want to write down much of what they tell us. You will learn the seven things you need to do in order to run a perfect capital campaign at your organization. By the end of this call, **you'll be on your way to launching your successful capital campaign.**

Be sure to have a printed copy of these handouts nearby when you call in – it will significantly increase the value you receive from our time together.

“Will there be truly valuable information to our organization?”

I am glad to answer that question on behalf of the National Development Institute and MinistryFundraising.com. Frankly, I don't blame anyone for wondering. This seminar is going to be jam-packed with principles and action steps that you can use to carry out your capital campaign, raise large gifts and advance your organization like you never have before. Our expert guests will give you the answers you need to build or enhance your capital campaign.

Attend the teleseminar, pay close attention and take notes. You will not come away empty-handed. In fact, I have a free resource for you that I'll tell you about at the beginning of the call.

Wes, Jimmy and I are looking forward to empowering you to raise more money for your organization. This call will give you a jump-start!

See you on the call.

Sincerely,

Jon Fugler, Teleseminar Host
Co-founder
MinistryFundraising.com
www.MinistryFundraising.com

***The Perfect Capital Campaign:
7 Things You Need to Know in Order to
Exceed Your Goal, Do It Under Budget,
Complete the Campaign on Time, and
Delight Your Donors***

A Teleseminar with
Wesley Rediger and Jimmy LaRose. Hosted by radio
personality Jon Fugler

Presented by the National Development Institute

NOTES:

The definition of a Perfect Capital Campaign:

Four requirements:

- 1.
- 2.
- 3.
- 4.

The first thing you need to know:

The _____

will make or break your campaign, so

_____.

NOTES:

1.

2.

3.

The second thing you need to know:

The Board must carefully select the

_____ ,

in order to land the strongest, healthiest

_____ that will lead you to success.

NOTES:

1. Evidence of health:

2. Traps organizations fall into:

3. Success illustrated.

The third thing you need to know:

***The _____ is your most valuable tool to
inspire donors to _____
_____, so you must get it right.***

NOTES:

- 1. Why it is the most valuable tool:**
- 2. Why so many of them are weak:**
- 3. When do I know when I have a compelling one?**
- 4. An element of a strong one**

The fourth thing you need to know:

Your Campaign Committee must follow a

or the campaign will fail.

NOTES:

1. Definition

2. What a volunteer has to know in order to be successful

3. Common mistakes volunteers make in raising capital campaign gifts.

4. The importance of the right _____.

The fifth thing you need to know:

_____ and _____ the right contacts can give a campaign the momentum it needs for success. Conversely, the wrong _____ can kill a campaign.

NOTES:

1. The importance of volunteers getting matched with

2. The importance of campaign leaders helping

_____.

3. The role of accountability.

The sixth thing you need to know:

Good communication is _____ and multi-faceted and will keep the campaign fresh and _____.

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NOTES:

1. Information and volunteers:

2. _____ will support volunteers and lead to campaign success.

3. _____ enable volunteers to be successful.

4. Making information public.

The seventh thing you need to know:

_____ *done well is the final
element in the perfect capital campaign*

NOTES:

- 1. Why it's so important.***

- 2. What marks the end of a campaign?***

- 3. How not to close a campaign***

- 4. Benefits.***