

More

HOW TO: Deliver a major capital campaign

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#IDPE19

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Proposed Development

PROJECT
EX*HUMILIBUS

DINING

Enhanced facilities for Dining – re-siting the Dining Hall within our grounds and moving Design Technology to the new STEAM tower.

LIBRARY

The development work will lead to the relocation of our Senior library into the current Senior Hall and the redevelopment of five classrooms including a Modern Foreign Languages Suite.

STEAM

Expanding and redeveloping the science block, to create a **STEAM Tower** (Science, Technology, Engineering, Arts and Maths), providing a unique space for cross curricular study and research, for girls of all ages.

Sports Hall

Swimming

ASSEMBLY HALL

A new hall for the whole school to gather as a community.

JUNIOR PLAY

A new, beautifully enclosed and secure, 'playground in the sky' for Junior girls.

Piper

SIXTH FORM

A new Sixth Form Centre that offers an inspiring, sophisticated and appropriate space that bridges school and university life.

WIMBLEDON
HIGH SCHOOL

GDST
GIRLS' DAY SCHOOL TRUST

ID
ARCHITECTS

IDPE 2019 Annual Conference

idpe
institute of development
professionals in education

Planning our approach

- £3million fundraising campaign
- First ever capital campaign and no history of major giving
- Making the case for a Feasibility Study

The classic capital campaign

- ▶ Feasibility Study
- ▶ Phases (Planning, Private, Public, Completion)
- ▶ Pledged giving
- ▶ Campaign Chair & Board
- ▶ Strong executive leadership

The Study

- ▶ Independent approach
- ▶ The essential tools
 - The Case Statement
 - Scale of Giving
 - Broad interview list
- ▶ Attitudes towards the proposed project
- ▶ Willingness to support and at what level
- ▶ Willingness to lead
- ▶ Positive engagement

School's role in the study

- Identifying potential interviewees
- Making contact and setting up interviews
- Case for Support
- Thanking

Impact of the report and what we did next

- Gave us confidence that we could meet the target
- Agreed next phase of resource
 - Planning phase
 - In house consultancy support
- Ensured key stakeholders were engaged

The Planning Phase

- ▶ Campaign Plan
- ▶ Prospect ID
 - School knowledge
 - Study feedback
- ▶ Engagement with leading prospects
 - Volunteer leadership
 - Personal connections and insights
 - Gifts
- ▶ Schedule of 'private' information events

The Campaign Plan



Securing leadership gifts

- ▶ Identify your 'most likely to' prospects
 - Major gift
 - Leadership
- ▶ Engage in face to face meeting
 - Executive led and/or
 - Senior volunteer
- ▶ Early support needed:
 - To set an example
 - Show early momentum
 - Build confidence

Early Campaign Events

- Campaign Ambassadors – helped with prospect lists and encouraging attendance
- Role of Head and Gifted at events
- Challenges with follow up

Expanding the Private Phase

- ▶ Focus on pre-Xmas target – £1 million
- ▶ One to one meetings continue
 - Gifts
 - New prospects
- ▶ Introduced targeted Information Events
 - Head delivered project updates
 - Campaign team deliver fundraising messages
 - Urgency
 - Momentum

New Year – Time to take stock

- ▶ Evaluate
 - Positives
 - Negatives
- ▶ Renew strategy
 - Focus on second phase projects
 - Playground – Junior School parents
 - 6th Form – 2019 Leavers and older year groups
 - Extend length of campaign
 - More time to plan events
- ▶ Set milestones to retain focus

Keeping focused – early 2019

- Follow up from Information events and 1 to 1 meetings
- Year group specific appeals
- Volunteer led activity
- Beginning to plan public phase

Maintaining momentum

- Donor events – Year 12 and Juniors
- Recognition and naming
- Revising Campaign Plan for next phase
- Build to start!

The Public Phase – Autumn 2019

- How to engage the whole school community
- Welcome evenings
- Direct mail
- Campaign events

Public Phase – engage everyone

- ▶ Good communications
 - Mailings
 - Events
- ▶ Recognise limitations on people's time
 - Use arranged school events where possible
 - Welcome evenings
- ▶ Introduce lower-level recognition mechanisms
- ▶ Consider new parents

Public Phase – priorities

- ▶ Face to face is always best
- ▶ Keep up the momentum
 - Focus
 - Urgency
- ▶ Make it fun
- ▶ Celebrate milestones
 - Your donors are your best ambassadors

Conclusion and learnings

- Need to adapt your campaign plan for your school community
- Make the most of your Feasibility Study
- Planning is crucial around school and Head's calendar
- Don't lose site of 80:20 rule