

What next? Moving beyond a campaign

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(1998 – present day)

Q - Does a capital campaign ever actually finish and what strategy is required to maintain donors' interest?

A – Fundraising is like a game of golf – a long and almost perpetual game.

An aerial photograph of a golf course and surrounding town. The golf course is lush green with several holes visible. A large, multi-story building, likely the clubhouse, is situated in the middle ground. The town of Edinburgh is visible in the background, with its characteristic red brick buildings and a prominent church spire. A large, semi-transparent white circle is overlaid on the right side of the image, containing the title and list.

The Course

- Driving off
- The Golf bag
- The Scorecard
- 'Get in the hole'
- The 19th hole

Driving off

- Identifying your key talking points
- Establishing a strong case
- Developing symbols
- Resources



The Golf bag

- Buildings/facilities/ innovation
- Pupils: activities, bursary awards



An aerial photograph of a golf course and a city. The golf course is in the foreground, with green fairways and a clubhouse. The city is in the background, with a church spire visible. A large white semi-circle is overlaid on the right side of the image, containing text.

The Golf bag

A sample golf bag

- Capital projects
- House projects
- Scholarship and universities
- Outreach and community partnerships
- Bursary awards

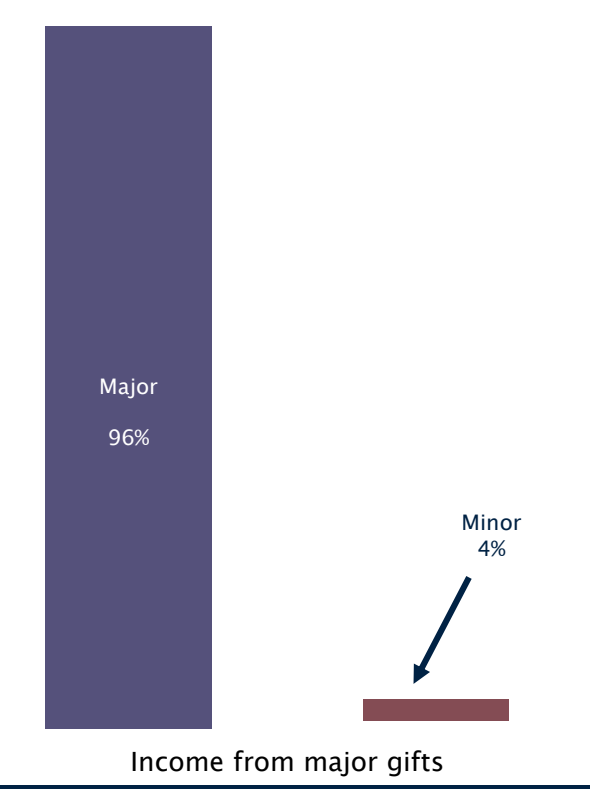
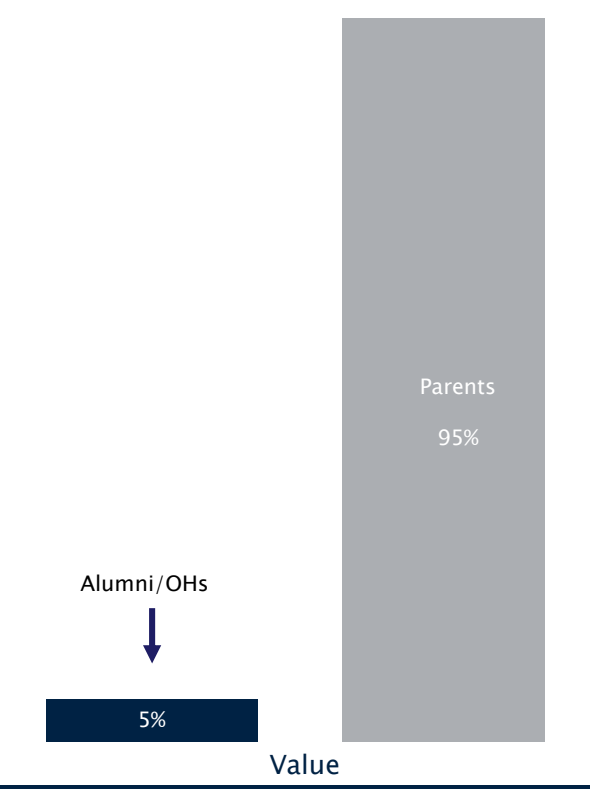
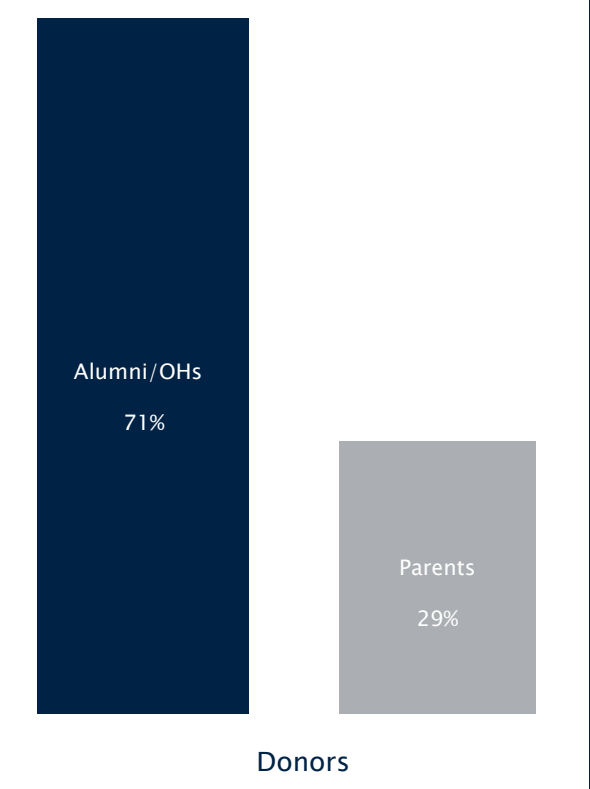
Variety and choice

The Scorecard

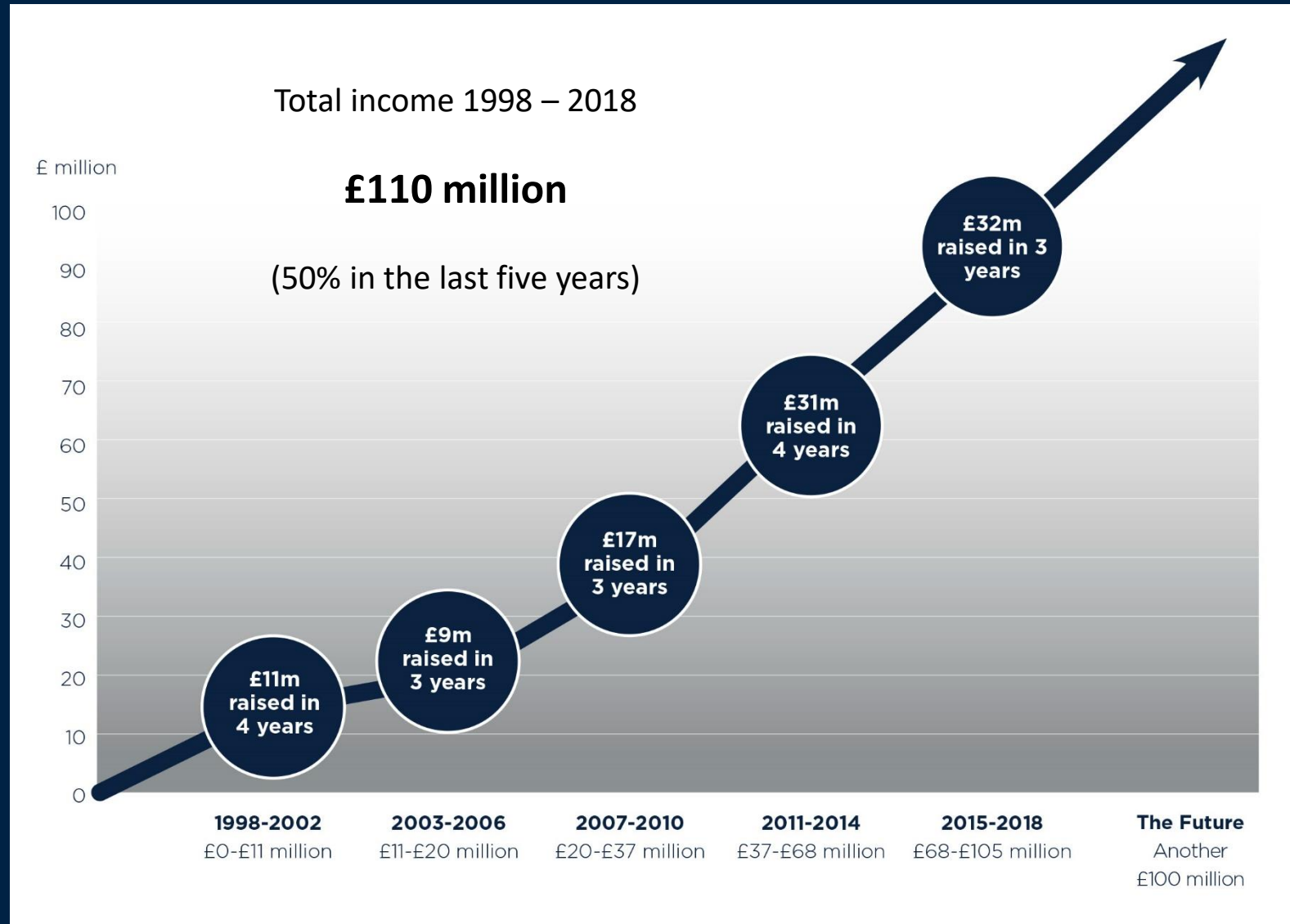
- Sources of income
- Importance of major gifts
- Long-term fundraising journey



The Scorecard



The Scorecard



'Get in the hole'

- Research and identify
- Access
- Make the ask



'Get in the hole'

- Ask early
- Ask high
- Ask again



‘Get in the hole’

- Major gifts
- Low hanging fruit
- Widening participation
- Legacy promotion
- Strong communication
- Culture of giving
- Target overseas
- TLC for donors



The 19th hole

Have a water-tight case for support

Use symbols and stress key selling points

Give choices

Be versatile – try different approaches

Don't be shy – ask early, ask high and ask again

Give donors lots of TLC



The 19th hole

“You drive for show – but putt for dough”

“The more I practice, the luckier I get”

Finally ... enjoy the game ... get out and sink some putts!