

How To Survive AND Thrive in Your Next Campaign

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Session Goals

- Identify what a capital campaign is and if you're ready to run one.
- Learn key components of a successful campaign.
- Understand how to lead with grace, humility and enthusiasm.

What is a Capital Campaign?

A structured, time-limited, high-energy fundraising effort that requires strong planning, leadership, and storytelling to secure transformative gifts and inspire broad community support.

Capital Campaign 101

- Stakeholder Engagement
- Compelling Narrative
- Focus on ROI
- Plan for Sustainability

Stakeholder Engagement

- Think beyond hard hat tours and donor walls
- Who are your key audiences? Invite representatives from each to participate.
- Understand their “why” and the impact they’d like to have
- Build a portfolio of engagement opportunities

Compelling Narrative

- Translate vision into tangible impact
- Layer the “Why”
- Employ all facets of storytelling – digital, print, video
- Develop a clear and concise CTA
- Set a realistic budget

Focus on ROI

- You can't do it all - focus on your greatest opportunities
- Think beyond outright gifts - foster “gift planning” conversations
- Have a plan for what role events and volunteers will play

Plan for Sustainability

- Have a post-campaign plan (if you don't, your donors will ask!)
- What role can/will annual gifts, planned gifts and endowment play?
- Consider staffing resources

Self Care (for you and your team)

- Make a plan and set boundaries
- Schedule time or it won't happen
- Celebrate successes in meaningful ways
- Find ways to connect your team in fun ways

