

How Can You Be Sure You're Ready

In fund raising, pre-campaign preparation

is not only important — it is everything. Your program will be won or lost months before the opening kick-off meeting.

If your institution is planning a campaign for funds in the near future, here are nine vital questions which will help determine your readiness. They are essential to the success of the effort.

If you are not certain of the answers to all of the questions, you are not ready for a campaign. There is a method of obtaining the information you need to get ready for a capital effort — a pre-campaign study.

At Jerold Panas, Linzy & Partners, we call this a Feasibility/Developmental Analysis. We conduct the analysis in a manner uniquely our own. An F/DA is the one certain way to answer all of the nine vital questions and determine your readiness for a campaign. And best of all, if done properly, it can also be an immensely effective step in a continuing cultivation program.



The Idea People

JEROLD PANAS, LINZY & PARTNERS INC

Consultants to Philanthropy

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1. Is there wholehearted agreement among the Board of Directors and the staff concerning the worthwhileness of the cause?

Definitely
Perhaps
Not Certain

2. Are the Board and Staff determined and committed to the success of the project? Are they interested enough to make personal sacrifices for the campaign — both in time and money?

3. Is your institution well regarded and highly respected in the community? Are your services considered important and relevant?

4. Is there a valid and urgent need for the funds? Is the case one which can be dramatized easily and effectively for emotional appeal?

5. Is top-level leadership available and interested in the project?

6. The largest gift — the initial one, if possible — should be for one-tenth to one-sixth of the campaign goal. Will this be possible? Can one-half of the campaign goal be secured from ten to fifteen donors; can sixty-five to seventy-five percent of the goal be secured from approximately one hundred donors?

7. Can a sufficient corps of enthusiastic and dedicated volunteers be enlisted and trained to work on the project?

8. Is the timing and planning of the campaign sound?

9. Once the building project has been completed, are there resources available to provide the annual support which will be necessary?

Up to thirty-five copies of HOW CAN YOU BE SURE YOU'RE READY are available to Institutions for use with Board Members and Committees. All or any portion of the message may be used without permission.