



# Are you Ready for a Campaign?

In fundraising pre-campaign preparation is not only important – it’s everything. Your campaign fund-raising pre-campaign preparation is not only important – it’s everything. Your campaign will be won or lost months before the opening kick-off meeting.

If your organisation is planning a campaign, here are a few vital questions which will help to determine your readiness. If you are not certain of the answers to all the questions; you are not ready.

At Liberty Quest Enterprises we call this readiness evaluation a Planning Study. A Planning Study is the one certain way to answer these questions, and also offers the opportunity for continued cultivation.

1. Is there whole-hearted agreement among the Board and staff regarding the worthiness of this project?

Definitely  Perhaps  Not

2. Are the Board and staff determined and committed to the success of the project and are they interested in making a personal contribution of time and in support of this campaign?

3. Is your organisation well recognized and 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 that 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 first one if possible—should be for one-tenth to one-sixth of the campaign total. Is this possible? Can half of the campaign goal be secured from ten to fifteen donors; can 65 – 75% of the goal be secured from about 100 donors?

7. Can a sufficient group 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 campaign is complete are there resources available to provide the annual support which will be necessary?