

3 ESSENTIAL ELEMENTS OF A SUCCESSFUL FUNDRAISING CAMPAIGN



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International™

Charting a successful course forward for any fundraising effort (such as a capital campaign, funding initiative, or special appeal) is essential. It focuses you, engages your donors, and builds your broader constituency's awareness and ability to fulfill your mission. **Here are 3 essential elements that can help ensure your campaign's success!**

ELEMENT 1 IDENTIFYING THE CAMPAIGN'S "WHY" OR ITS CLEAR SENSE OF PURPOSE.

It's vital to identify the 'why' behind the campaign before you start. Identifying the campaign's purpose will create alignment around the central goals of the campaign.

Without a clear sense of purpose, leaders are unable to:

- Bring internal and external alignment to why help is needed.
- Create ownership for what you hope to accomplish.
- Focus on the tasks that need to take place in order to achieve these purposes.

Without a clear sense of purpose, donors are unable to:

- Understand fully why you are seeking their support.
- Feel a sense of connection to the campaign's goals and purpose.
- See the part they play in helping you fulfill the organization's vision.

ELEMENT 2 DEVELOPING DEEP AND COMMITTED RELATIONSHIPS TO YOUR CAUSE.

Authentic donor relationships are at the center of any successful campaign. Caring for them takes time and intention.

Without authentic relationships connected to your organization, leaders are unable to:

- Build a shared sense of purpose for the campaign.
- Develop a lasting connection with others who care about your mission.
- Ensure that organization is positioned to thrive in the future.

Without a deep and committed relationship with the organization, donors are unable to:

- Tap into their connection to your organization's cause.
- Fully be a part of the organization's vision for the future.
- See the transformation taking place because of their giving.

ELEMENT 3 USING TIME AS YOUR ALLY.

Time is an element of a successful fundraising campaign that is often overlooked. No matter how much time you have to raise money, whether a little or a lot, it has to be your ally!

When time is not your ally, leaders are unable to:

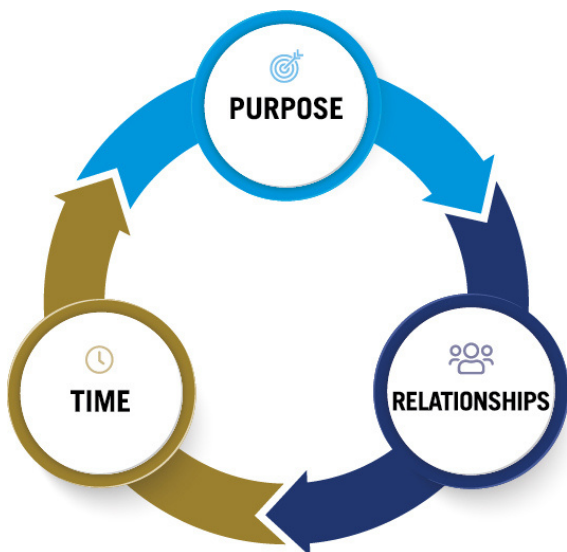
- Comprehensively plan their campaign strategy.
- Build new long-term and trusting relationships.
- See the larger context of what is changing in their sector.

When time is not your ally, donors are unable to:

- See the full potential of the organization's vision.
- See the long-term impact of their giving on the organization's mission.
- Thoughtfully consider how they should get involved.

Understanding your campaign's purpose, developing deep and committed relationships, and using time as your ally are three essential elements to any successful fundraising campaign.

By taking a posture of walking alongside, Design Group International's process consultants listen to what you are hoping to achieve, co-create with you helpful steps you need to take to move in that direction, and learn with you as the campaign emerges.



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INTERESTED IN LEARNING MORE? LET'S CONNECT!

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