

# ARE YOU READY FOR A CAPITAL CAMPAIGN?

	Yes	No
1. Is a long-range strategic plan in place?	[ ]	[ ]
2. Have we done an objective feasibility study which evaluates external (community perception and support, existence of competing campaigns, etc) and internal (software, staff and board experience, etc) capacity to run a successful campaign?	[ ]	[ ]
3. Do we know how much each stage of the campaign and the program growth will cost?	[ ]	[ ]
4. Has annual giving provided Big Gift prospects?	[ ]	[ ]
5. Are these gifts of a size to make the goal attainable?	[ ]	[ ]
6. Is there one gift available that will give us 10-20% of our goal?	[ ]	[ ]
7. Is it likely the top fifteen gifts will generate 50-70% of our goal?	[ ]	[ ]
8. Does the Board have the commitment, leadership, time, and skills to run a successful capital campaign?	[ ]	[ ]
9. Will each Board member make a personally significant gift?	[ ]	[ ]
10. Does the Staff have the commitment, leadership, time, and skills to run a successful capital campaign?	[ ]	[ ]
11. Do we have the right Capital Campaign Committee leadership and members?	[ ]	[ ]
12. Has a Capital Campaign Plan been prepared?	[ ]	[ ]
13. Does it contain a campaign organizational chart, job descriptions, workplan, timeline, and a budget?	[ ]	[ ]
14. Are volunteer solicitors trained and eager to go?	[ ]	[ ]
15. Is there adequate time for the campaign?	[ ]	[ ]
16. Has the campaign office been set up and equipped?	[ ]	[ ]
17. Have the campaign materials been prepared? Case statement, brochure, pledge cards, etc	[ ]	[ ]
18. Can annual support continue during the campaign?	[ ]	[ ]
19. Once complete, are the resources available to support the new project or building?	[ ]	[ ]