



## white space

Through our experience we've learned that if you want to do something well, you have to know something about it. We would like to share some of what we have learned with you. Our newsletter is where you'll find marketing and visual communications topics related to retaining, communicating with and growing your organization's

### Capital Campaigns - Developing Your Theme

Robert wakes up every day at 7:15 sharp. He rolls out of bed and turns on his favorite song, **"Do You Believe in Magic"** by The Lovin' Spoonful. He showers at 7:30, shaves, combs his hair, sprays a little cologne here and there for success, and is fully dressed in his khaki slacks and tie by 7:50. Robert was just promoted to communications director of his organization and is living large. **"He's surely a go-getter,"** say his fellow co-workers. **"Young, hip, and ready to take things to the next level."** **"A real affable feller... Gets things done in a jiffy."**

Robert strolls in with zeal. He grabs his cup of coffee—two sugars and a cream, gives Carol a salute at the front desk, and hops into his new swivel chair in his own private office. The first email that he receives as communications director is **"ATTN: Board Meeting at 10:00!"** He cracks a little smile. He can feel his first mission is on its way.

As the meeting starts, Executive Jane first announces Robert's promotion. His co-workers give him a pat on the back and a round of applause. Robert is beaming as the company recaps on the old business and standard procedures. Finally Executive Jane has some exciting news. ***"Okay everybody, listen up. I've got some very good news about our next step as an organization. We're launching a Capital Campaign. Robert will be in charge of the entire campaign. This is going to be the largest fundraiser we've ever done as an organization, and it's going to be a major source of income for our business for the next ten years."***

Robert's forehead begins to boil... He takes a deep breath and tries to keep his heart from leaping out of his chest. A capital campaign! My first task as communications director? You've got to be kidding me!...Source of income for the next ten years? My FIRST project? "(cough)...That sounds... great Executive Jane...And when would you like to officially launch the campaign?"

"I'm thinking three months at the latest. Glad I have a guy like you to handle it Robert. I'm sure we can finish it on time—even sooner given the energy you bring to the room."

Gulp. Executive Jane continued to address the campaign for the rest of the meeting but all Robert could hear in his head was, three months, three months, three...

"Well that wraps things up! Robert, see me if you have any questions. I'll be in my office all day. However, with your experience and talent, I doubt you'll have many! Let's get started!"

But Robert had questions. He had a thousand questions! Where would he even begin? How would he go about it? Experience? Where on earth did she get that idea? Executive Jane is assured he knows how to handle it all. The truth is, Robert didn't have a clue. His favorite song was now ringing through his head—**Do you believe in magic?...Well, now he's going to have to!**

Robert did know that a capital campaign was one of the most effective ways to raise money for the organization. He also knew that if it wasn't done carefully, it could be a complete failure—and the hopes of the organization would be squandered. After a few hours of what felt like a cardiac arrest, he realized that he couldn't do this alone.





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Rottman Creative Group (RCG) soon became Robert's emergency hotline. Capital Campaigns involve a tremendous workload and plenty of stress, even if you have a promising staff full of Roberts. The best way to manage a Capital Campaign is to level out the tasks at hand with those who will want and can handle the responsibility of reaching the campaign's highest possible goals.

For those of you that may find yourself in Robert's shoes, here are a few key points that can help you get your capital campaign started.

**Make a Stand:** Communicate with your supporters that their donations will be allocated to worthy improvements and show your clients that the capital received will benefit them too.

**Perform a Study:** In order to check the odds of your success, hire an outside party that can help you determine how you appear in the eyes of your clients, the financial capacities of your client base to reach your goals, and whether or not your staff and volunteers can handle the magnitude of the campaign.

**Gather Your Troops:** Compose a committee and several subcommittees of hard-working individuals- members within your staff and volunteers within the community who feel strongly about your organization.

**Create Your Strategy:** Investigate what sources will provide you with the best opportunities and plan your advertising accordingly!

**Develop Your Statement:** Take this opportunity to design attractive, high-quality materials to provide to your clients!

**Categorize Your Donors:** Start the ball rolling by approaching major individual donors first and then move on to grant and corporate donors who will be more inclined to specifics.

**Wheels Ahead—Go Public!:** After you have privately gained about 50% of your capital, it's great to hold a public kick-off for your campaign! Solicit a press release and start advertising to your more modest donors, celebrate, and appreciate your gains!





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At Rottman Creative Group, we will partner with your organization to reflect your greatest potential in the public eye. We can assist with the strategic development of your campaign including, but not limited to, developing your theme or tagline for the campaign as well as all the vital marketing pieces in an intriguing and impressive approach to the community. **Take a look at this DVD and you'll see what we're talking about!** With the energy here at RCG, and the ambition of your organization, we can be sure that your capital campaign kick-off is a success, even if you only have three months to make it happen!

Robert no longer listens to "Do You Believe in Magic," because he doesn't need any supernatural powers to make the capital campaign a success (though they call him Super-Rob at work). He's been dabbling into the Eagles lately, his favorite being "Take it Easy."

Let Rottman Creative Group help "loosen your load" in your next capital campaign. Whether you're launching your campaign for the next five months or the next 50 years, let Rottman Creative Group help kick it off the right way, with wheels headed straight for success.

