

Presentation Objectives

1. The Significance of a Capital Campaign
2. The Capital Campaign Life Cycle
3. Current Status and Next Steps

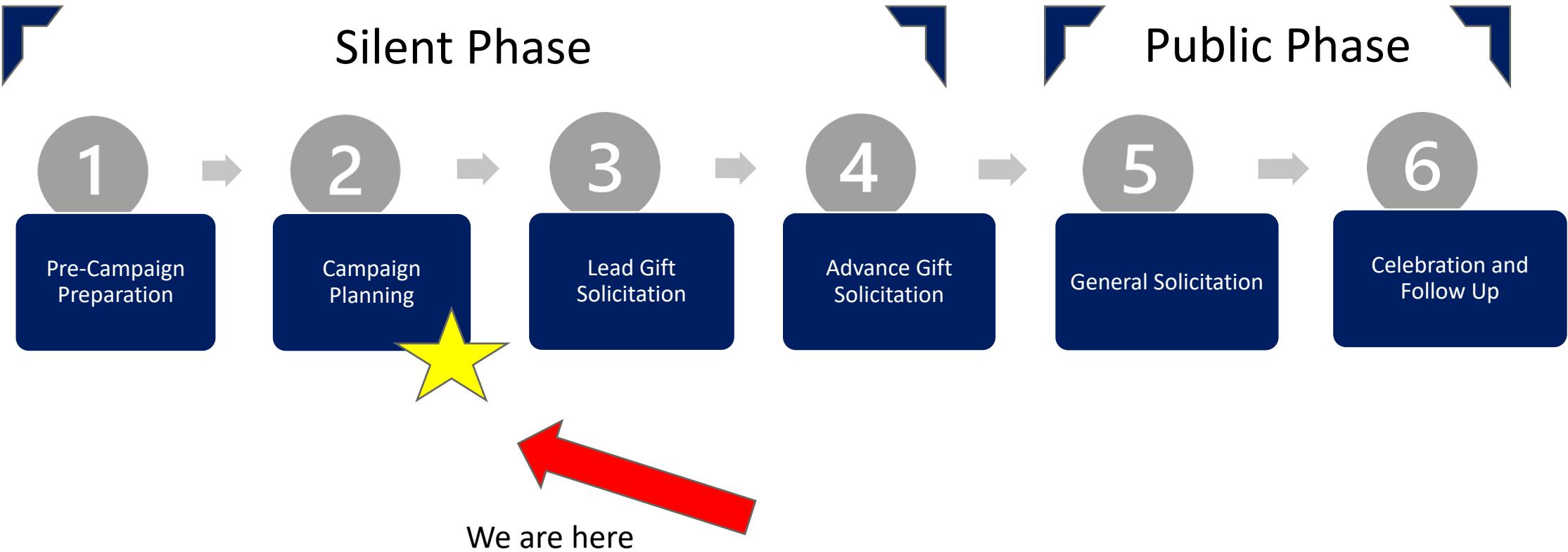




Capital Campaigns: High Stakes & High Rewards

- Rejuvenated People, Renewed Vision
- Deeper Volunteer Program
- Stronger Fundraising Skill and Confidence
 - Annual major gifts program
- Increased Donor Engagement
 - If you ask people for their input as you plan and implement your campaign, they'll be invested and feel ownership in its success
- Better Public Image
- Healthier Year-Round Fundraising

The Capital Campaign Life Cycle



Campaign Planning: Preliminary Findings

- ~15 of 30 interviews with targeted stakeholders and supporters to “test” support for our project and proposed campaign
- Initial responses are very good:
 - Broad and enthusiastic support for the project
 - Belief that the monetary goal of \$8+ million is attainable
 - All indicated that they would make a gift of pledge to the effort
 - Helpful insights and ideas for our campaign plan
- All see the need for our project as urgent because HASK is on the front line addressing:
 - Rising rates of food poverty due to economic pressures on families
 - Rising rates of homelessness
 - The growing number of asylum seekers in the City



Wrap Up & Next Steps

- Complete interviews and planning study final report
- Identify, recruit, and train Campaign Committee volunteers
- Targeting Q2 for Lead Gift Solicitation
- Will be in “Silent Phase” until 65% - 70% of goal has been reached before moving into a “Public Phase”