



MULTIPLY 417

Passion: The Bridge between People and Purpose



Weekly Tip November 6-10, 2023

Thinking about a Capital Campaign?

3 Questions to see if you are ready.

Hey Rick,

QUESTION 1:

What will your campaign raise money for and why does it matter to anyone outside of your organization? (Here's a great place to use your value proposition statement as it relates to your campaign objective)

QUESTION 2:

Who are the twenty people or organizations that you believe will make the all-important big gifts to your campaign? (A simple list will do for this answer.)

QUESTION 3:

Which of the people/organizations on the list you've made above do you believe already know about your project and feel involved and engaged in your planning? (Put a check next to each one).

One of the biggest mistakes organizations make in launching a capital campaign is not doing nearly enough feasibility and capacity research.

In addition to the above three questions (these are just a tease), there is a host of other questions you ideally want answers to before actually starting a campaign.

Want to know more about doing an effective feasibility study, just email or call me and I'll gladly share some additional questions you want to consider getting the answers to before the big launch.

Next Week: Webpage SEO - simple guidelines

Blessings,

Rick

P.S. I am actually a part of a group called Capital Campaign Pros. The leaders of this great group have done well 100 Capital Campaigns during their careers and it's an honor for me to be a part of this team and have access to their incredible materials and systems (like the questions above).

Email me and just ask

[Please make sure you check out the website](#) It will give you a better idea of the ways we are trying to serve faith based ministries like Youth for Christ chapters, and other Christian based ministries.

rjf@Multiply417.com | www.Multiply417.com | (209) 541-5720

Multiply 417 | 1812 Legend Dr, Modesto, CA 95357 (209) 541-5720

[Unsubscribe rjf@multiply417.com](#)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by rjf@multiply417.com powered by



Try email marketing for free today!