



Capital
Campaign Pro

Everything You Need for a Successful Campaign

The State of Capital Campaigns 2024-25 Research Findings



bloomerang

Your Presenter

Steven Shattuck - Director of Engagement, Capital Campaign Pro

Past Experience:

- Chief Engagement Officer, Bloomerang
- Project Work Group of the Fundraising Effectiveness Project
- Study Fundraising Steering Group at the Hartsook Centre for Sustainable Philanthropy at Plymouth University
- AFP Center for Fundraising Innovation (CFI) committee member
- Institute for Charitable Giving faculty
- Author: Robots Make Bad Fundraisers (2020)
- Contributor: Fundraising Principles and Practice: Second Edition (2017)



About Capital Campaign Pro

- established in 2017
- woman-owned and operated
- unique model focused on capacity-building
- we empower you through coaching, technology, and a robust peer community
- hundreds of successful feasibility studies and campaigns completed
- even more capital campaign pros created!



About You



WHERE ARE YOU IN THE CAMPAIGN SPECTRUM?

The State of Capital Campaigns 2024

WHY CONDUCT THIS RESEARCH?

- No formal research exists on capital campaigns
- Best practices based on anecdotes and case studies
- 2020-2023 was a unique time for fundraising
- Unfounded fears surround capital campaign fundraising

The State of Capital Campaigns 2024

STUDY METHODOLOGY

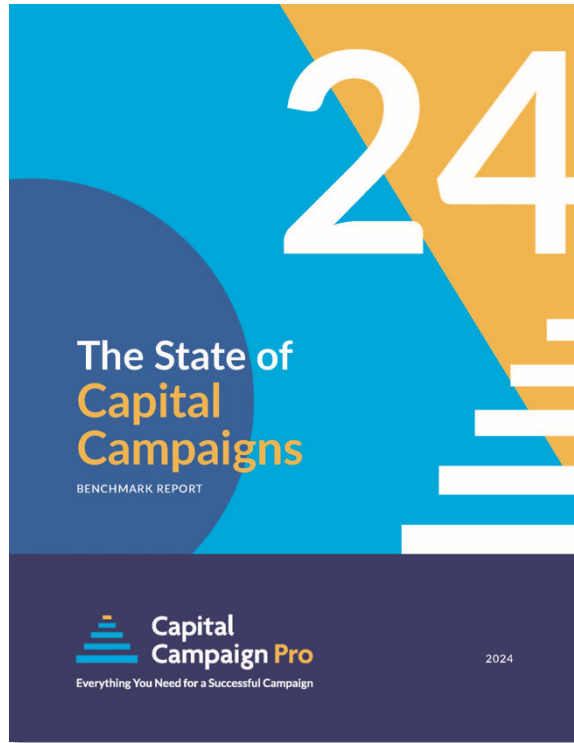
- Research conducted spring 2024
- Answers collected via SurveyMonkey; sent via email
- Three survey cohorts: pre-campaign, mid-campaign, post-campaign
- Over 500 participant organizations in the US and Canada
- Identities of respondents verified

Thanks to our partners

FOR PROMOTIONAL SUPPORT

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capitalcampaignpro.com/research-2024

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NAYDO

North American YMCA Development Organization
inspires and strengthens the philanthropic culture of the YMCA

capitalcampaignpro.com/how-ymca-capital-campaigns-are-different

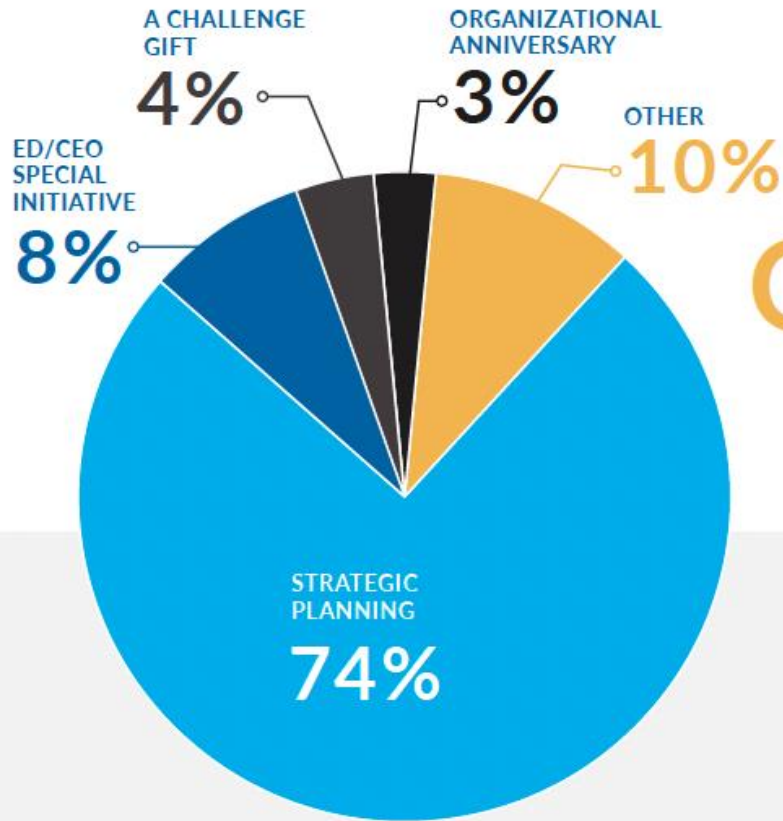
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The State of Capital Campaigns 2024

HEADLINE FINDINGS - ALL COHORTS

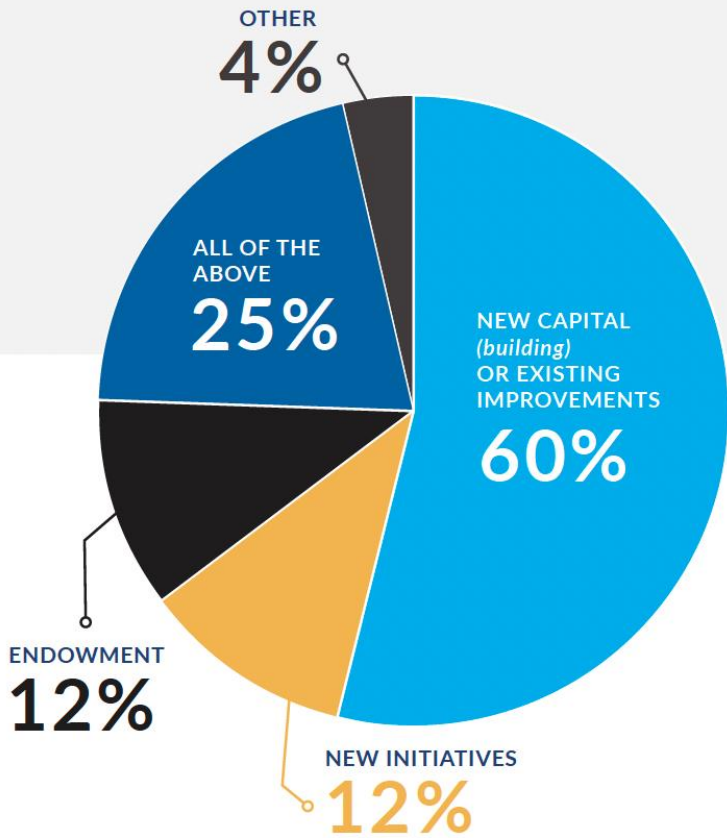
- Capital Campaigns are overwhelmingly successful.
96% of respondents considered their campaign was a success!
- Small shops (\$1MM or less in annual revenue) have successful campaigns, too
- Annual funds tend stay the same or increase during and after campaigns
(campaigns do not cannibalize annual funds)
- Campaigns largely thrived despite fears around economy, recession and inflation

Research Insights



Q:

What prompted your campaign?



Q:

What did your campaign fund?

Are campaigns typically successful?

POST-CAMPAIGN COHORT

Are campaigns typically successful?

POST-CAMPAIGN COHORT

What % of your goal did you raise?

Average: 106%

High: 156%

Low: 75%

Do you consider your campaign a success?

Yes: 96%

No: 4%

Average Raised: \$7.7MM

Orgs Under \$1MM Only: \$3.3MM

Orgs Above \$1MM Only: \$9.5MM

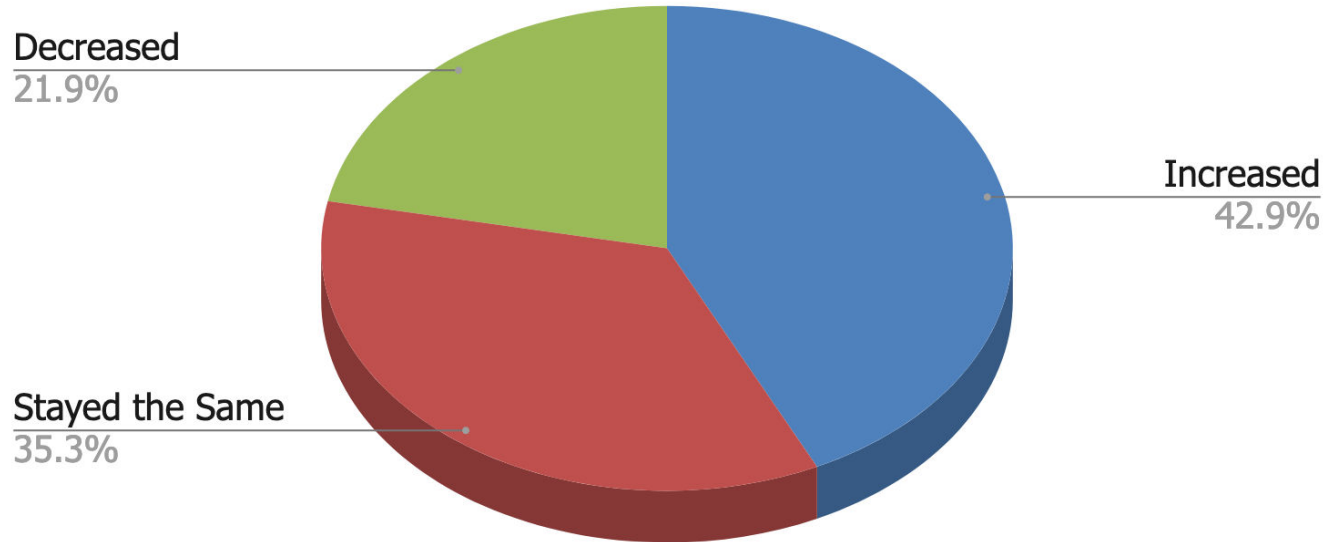
Impact on the Annual Fund

IN-CAMPAIGN & POST-CAMPAIGN COHORTS



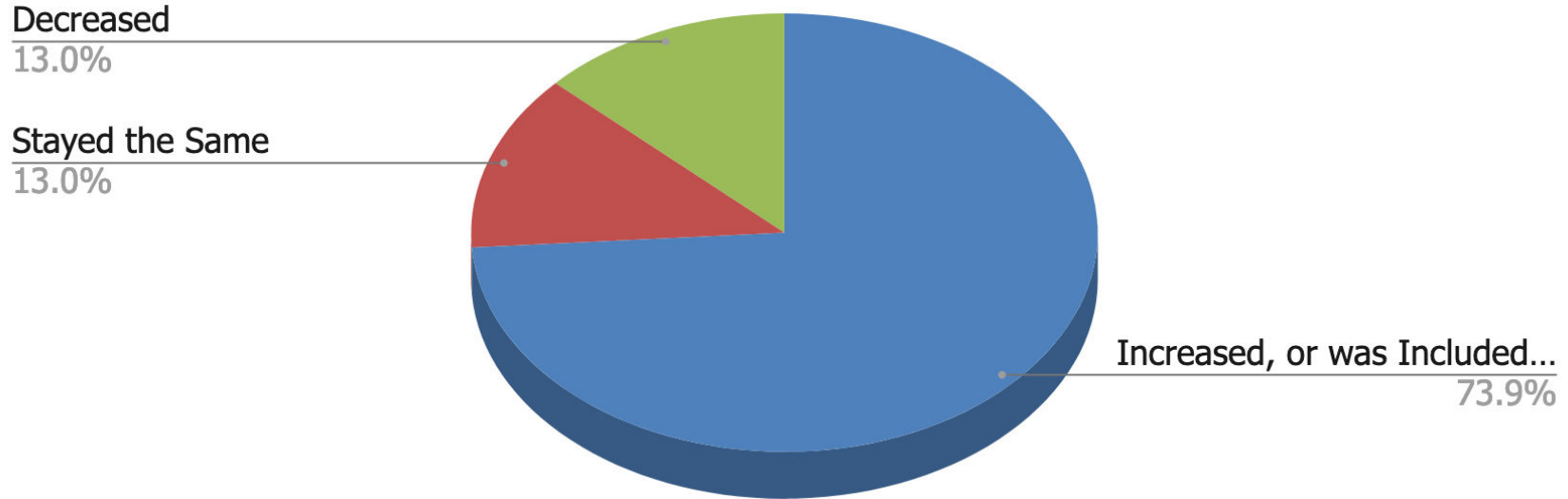
Impact on the Annual Fund during the campaign

IN-CAMPAIGN & POST-CAMPAIGN COHORTS



Impact on the Annual Fund after the campaign

POST-CAMPAIGN COHORT



Anatomy of a Feasibility Study

MID AND POST-CAMPAIGN COHORTS

If you conducted a feasibility study, who conducted the interviews?

- Just org employees and/or Board Members – 30%
 - (may have used a consultant for structure/training/planning/analysis)
- Both org employees and a consultant together – 36%
- Just a consultant – 34%

Impact of a Feasibility Study

MID AND POST-CAMPAIGN COHORTS

Orgs that Conducted A Feasibility Study were 2x as likely to report:

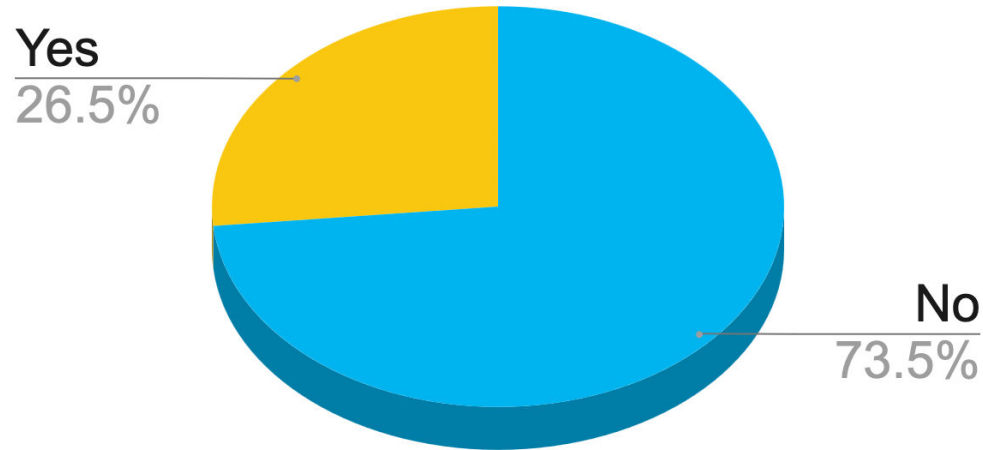
- Increased development staff effectiveness
- Developed better fundraising systems
- Strengthened relationships with major donors

If you conducted a feasibility study, did your campaign goal change afterwards?

- Yes, Increased goal - 33%
- Yes, Decreased goal - 21%
- No - 46%

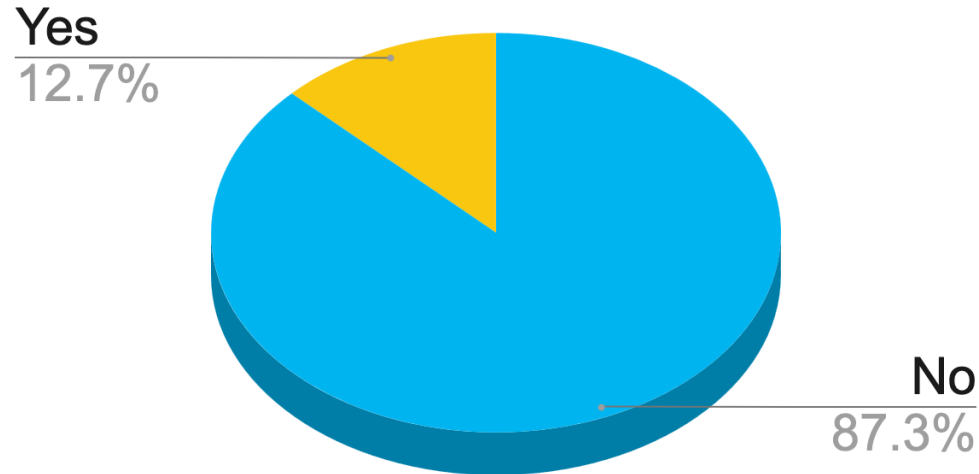
2023 Question: Did you pause due to the pandemic?

ALL COHORTS



2023 Question: Did you pause due to economic downturn?

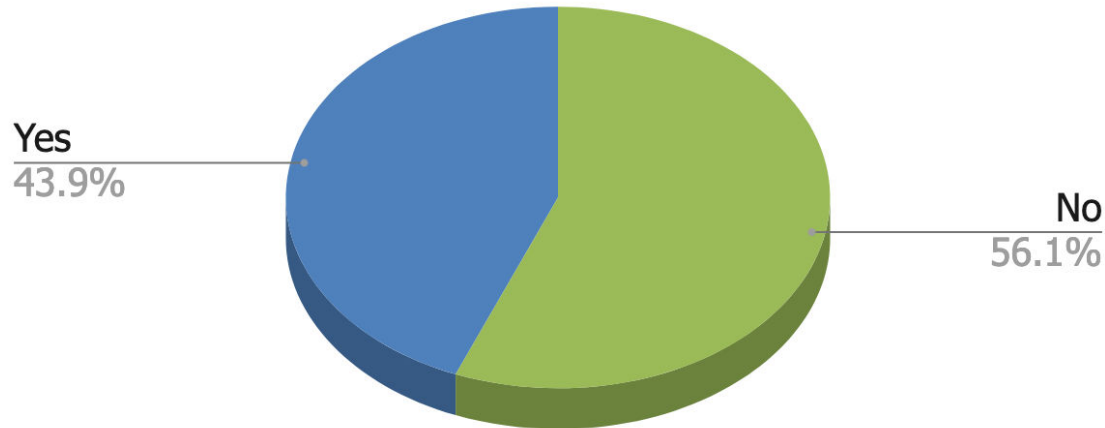
ALL COHORTS



2024 Question: Headwinds

MID AND POST-CAMPAIGN COHORTS

Do you feel that external factors (economic, political, etc.) have negatively impacted your campaign?



Campaign Benefits

What were the biggest benefits (besides dollars raised)?

IN-CAMPAIGN & POST-CAMPAIGN COHORTS

- 73% - Strengthened relationships with major donors
- 54% - Became more effective at soliciting large gifts
- 46% - Developed better fundraising systems
- 41% - Board became more engaged in fundraising
- 37% - Increased development staff effectiveness

Capital campaigns for small shops

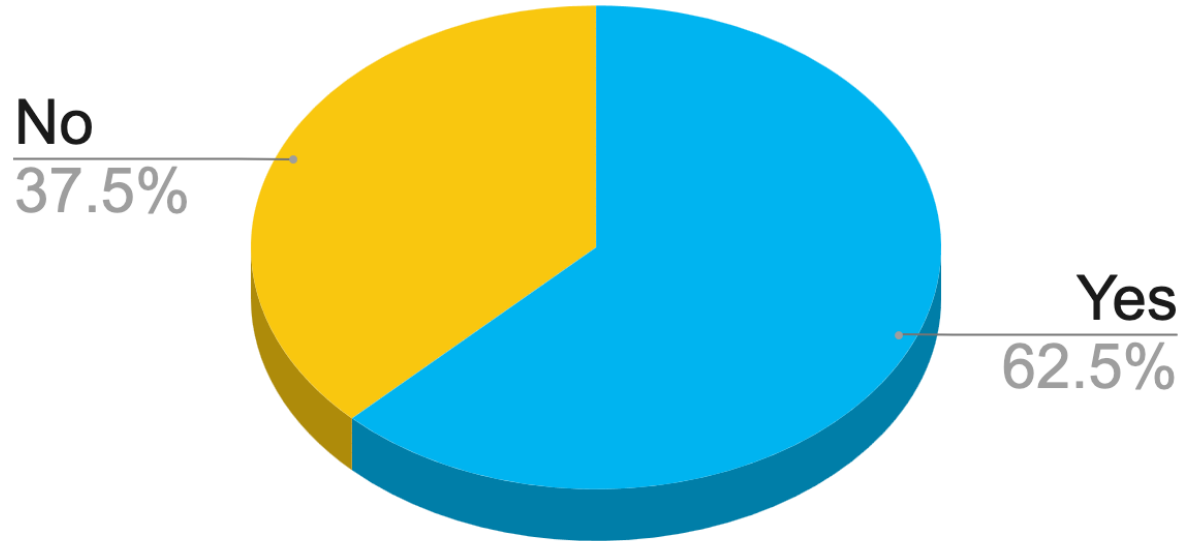
COMPARED TO OTHER REVENUE GROUPS, SMALL SHOPS...

- More likely that this was their first campaign
- Campaign goals were smaller and raised around \$3.3MM, vs. \$9.5MM average
- Higher levels of major donor relationship building and fundraising system improvement
- Tended to have a more active ED and a more active board

Boards & Campaigns

Have 100% of your board members made campaign gifts?

POST-CAMPAIGN COHORT ONLY



Average % of campaign goal raised from **board members**

POST-CAMPAIGN COHORT ONLY

Average % of campaign goal raised from board members: 14.6%

- Median: 10.5% (midpoint of all responses)
- Mode: 10% (most common response)

Board Member Activity

POST-CAMPAIGN COHORT ONLY

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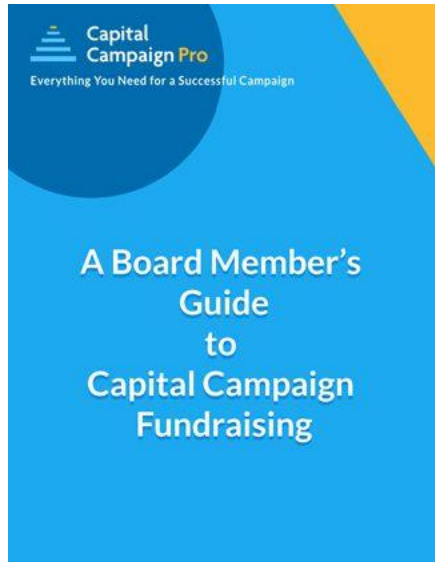
How active is your board chair...

...in non-campaign periods

- Not at all - 22%
- A little - 37%
- A moderate amount - 28%
- A great deal - 13%

...during the campaign?

- Not at all - 14%
- A little - 34%
- A moderate amount - 28%
- A great deal - 25%



capitalcampaignpro.com/board-members-guide

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FINAL THOUGHTS

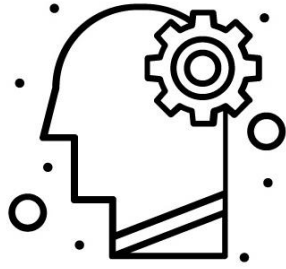
- Campaigns are typically successful
- The annual fund is typically not cannibalized during a campaign
- Conducting a feasibility study is worth it
- You don't need a big money board to have a successful campaign
- Campaigns spur higher activity among EDs and Board

The State of Capital Campaigns 2024

DOWNLOAD THE FULL REPORT NEXT MONTH TO LEARN...

- How organizations do (or don't) staff up for a campaign
- How often organizations use consultants
- ED activity before and during a campaign
- Rate of comprehensive campaigns, use of pledges, and top 20 gift %s
- Average length between campaigns
- Role of the volunteer campaign chair
- ...and more!

A Modern Approach to Campaign Consulting



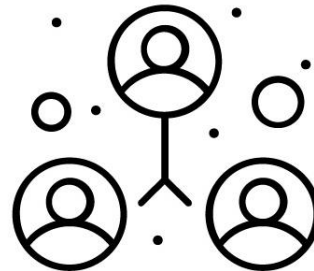
EXPERT ADVISING



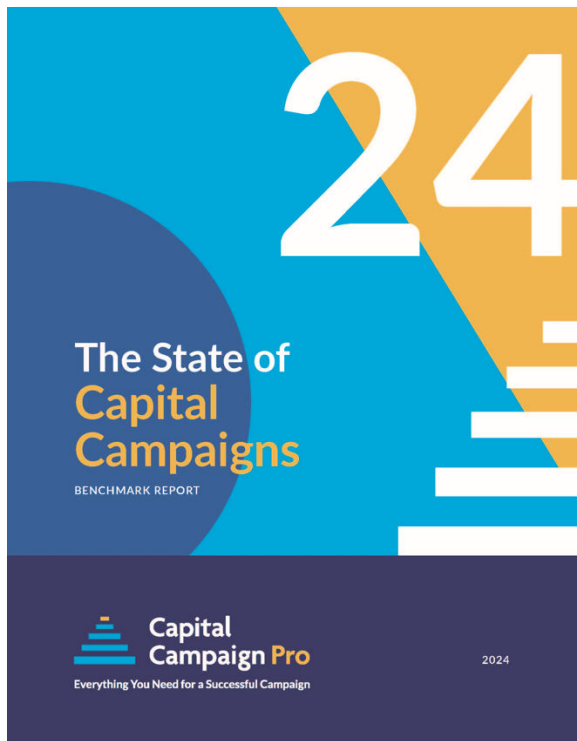
EXCLUSIVE TRAININGS



ONLINE TOOLKIT



PEER SUPPORT



Questions?

steven@capitalcampaignpro.com

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