



# Capital Campaign Services

Detroit Philanthropy is a licensed professional fundraiser offering strategic campaign counsel, planning and execution. With nearly 20 years of experience, our four step process will provide the experience and resources needed to ensure a successful capital campaign.

## Assessment

- We will become immersed in the framework of your organization to ensure we can be most effective.
- We will conduct a thorough review of your individual, foundation, and corporate donors to measure their capacity and propensity to contribute.
- We will conduct a campaign readiness study to engage your key stakeholders and validate assumptions about their readiness and commitment to undertake a significant fundraising campaign.

## Planning

- We will draft a case for support, providing a compelling rationale for financial support, campaign objectives, ways to support, and expected outcomes.
- We will develop a comprehensive campaign plan that sets campaign priorities and provides the framework for the life of the campaign.
- We will help select, organize, and train the campaign leadership team.

## Execution

- We will work with campaign leadership to implement a phased approach for cultivating and soliciting donors.
- The first phase will focus on leadership gifts, followed by pace-setter and major gifts, and finally broader community gifts. Within each of these gift categories, customized strategies will be developed to cultivate and solicit individual donors, corporations and foundations.

## Wrap Up

Once the campaign goal is met, we will assist with campaign wrap-up by finalizing all financial commitments, closing out campaign activities, implementing the donor recognition plan, developing a long-term stewardship plan and assisting with the final campaign celebration event and announcement.



With an ambitious fundraising effort before us, Detroit Philanthropy provided the expertise we needed to effectively prepare for a capital campaign. Since conducting a feasibility study, they are now guiding our strategy and helping us implement a comprehensive plan to take our fundraising to the next level. I'm confident their extensive knowledge and experience will help us meet our goal.

David Silver, Executive Director  
Detroit Horse Power



Contact us to learn how we can help you help others!

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