

Planning and Launching a Major Capital Campaign: Best Strategies

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Past Success

- Seven-year Campaign for the 21st Century
- One billion dollars
- Libraries raised nearly 40 million

Fundraising Strengths for Libraries

- Universal appeal
- Rapidly changing information needs
- Impact on health and economic welfare of state's citizens

Campaign for Libraries 1990's

- Previous campaign led by Athletic Director
Generated about \$1M



Raise Funds for . . .

- Collections
- Technology upgrades
- New facilities or renovations
- Endowment



Development / Public Relations

- Non-library professional
- Had no library technical skills or knowledge
- Understood Libraries are unique campus unit
- Had to learn library working environment
- High learning curve

No Dedicated Fundraiser? Partner with

- Deans, Directors, Administrators
- Faculty, Staff
- Athletics



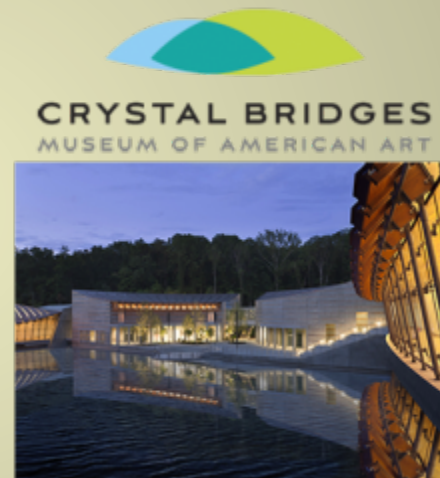
Campus Partners Critical

- Library funding benefits entire campus



Off Campus Partners

- Corporations
- Foundations
- Chambers of Commerce
- Museums & galleries



Steering Committee

- Enlist key library supporters
- Genuine interest / enthusiasm
- Substantial resources or community clout
(just plain ole rich people)
- Bridge to other investors
- Excellent communicators



Steering Committee (cont.)

- Key role in carrying out fundraising plan
- Keep the campaign on track
- Meet frequently
- Determine strategies
- Spokesperson and initial contact for other donors

Fiscal Parameters

- Correlated proposals to campaign focus
- Provided data on peer libraries / institutions
- Matched our goals with financial capacity of the individuals we met

Define the Campaign

- Identify and formulate the nucleus
- Establish clear parameters
- Reachable goals
- Solicit information on perceived needs
- Balance competing priorities

Research Potential Donors

- Capacity for giving
- Previous interests/ donations
- Relationship to the institution or community
- Potential support



Donor Contact

- General interest brochure
- Why gift is important
- What issues gift will resolve
- Well-crafted case statement / donor's interests
- Joint "asks"
- Visit alumni while on business trips



Other Tools

- Corporation and foundation directories
- Matching gifts
- Cross pollination (use one donor's connections to reach others)

Annual Giving

- Tap into alumni pool
- Student callers use library fact sheet and calling script
- General use funds
- Establish new donor contacts. . . and keep them!



Endowments

- Compelling case to support
- Relational data / cost of library materials
- “What if” scenarios
- Understanding circumstances = higher donor satisfaction AFTER gift has been made
- Build library percentage into faculty chairs or endowments within academic departments

Naming Opportunities

- Identify naming opportunities
- Establish chart for gift amounts
- Ensure wide range of options available
- Offer opportunity to honor family or friend
- Respect anonymous giving

Donor Recognition

- Events to honor donors
- Donors, faculty, staff, friends mingle
- Discuss the gift and its impact
- Plant the seed in future donors
- Commemorative bricks, plaques, chairs, tables, windows, etc.



**Honorable
Mention**

Public Relations Programs

- It takes money to raise money
- Publications, programs, events, celebrations, promotions, exhibits, etc.
- Reap long-term benefits
- Keep the Libraries in patrons' consciousness
- Reinforce and enhance town and gown



Event Strategies

- Notify faculty; ask to invite their students
- Press release / invite the press
- Posters / flyers
- Campus and community calendars
- Postcard invitations/newspapers
- Public Radio

Stewardship

- Continue communication AFTER gift is received
- Newsletters
- Gracious letters of acknowledgement
- Periodic update letters / how gift is being used
- Invitations to special events
- Greeting / birthday cards

Last Thought

Every communication about the institution is a positive step toward ensuring a healthy relationship.



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