

CAPITAL CAMPAIGNS: A TO Z

2022 BRIDGING THE GAP CONFERENCE • ARCHDIOCESE
OF MIAMI

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SESSION OVERVIEW



Explore what capital campaigns are



Review the cycle of a capital campaign from A to Z



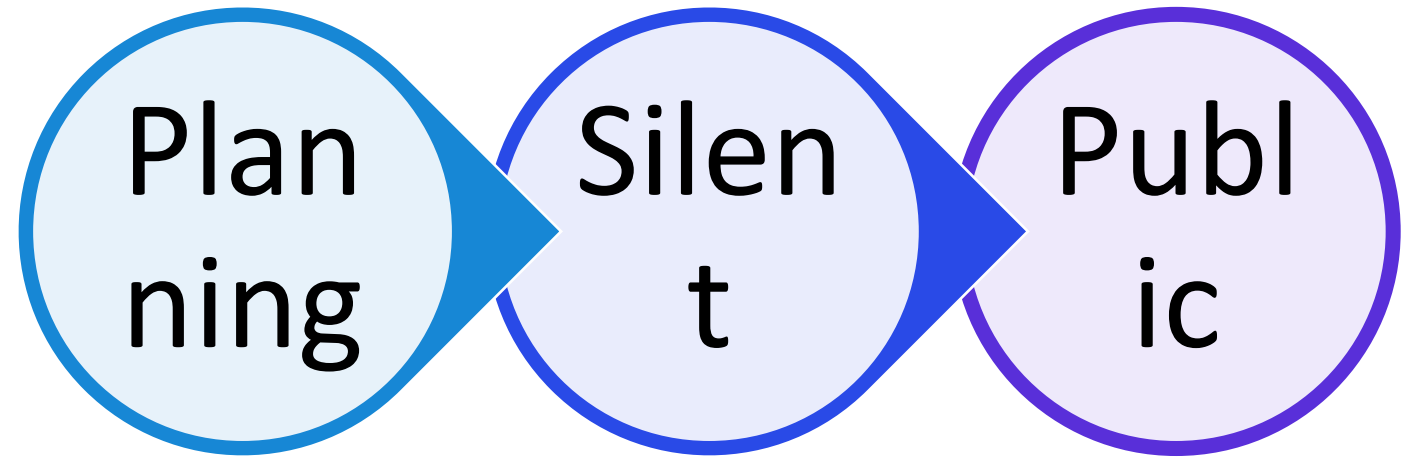
Learn how to (1) prepare, (2) create, (3) engage and (4) succeed in a capital campaign

WHAT IS A CAPITAL CAMPAIGN?

- A capital campaign is an intense effort on the part of a charitable organization to raise significant funds in:
 - A specified period of time; and
 - For specific, restricted purposes.



PHASES OF A CAMPAIGN



PLANNING PHASE

Lay the Foundation

- Develop a vision and a goal
- Case for support/ Case statement
- Feasibility study
- Conduct focus groups

Create the Structure

- Campaign steering committee
- Campaign Plan

SILENT PHASE



Securing Lead
Gifts



1:1
Solicitations



50-75% of
your Goal

PUBLIC PHASE

Engaging Others

Stewardship

Follow-through &
Pledge Fulfillment
Keeping promises

HOW TO SUCCEED: 5 TENENTS

- Process
- Strategy
- Momentum & Credibility
- Vision & Mission
- ASK



SESSION RECAP

1

Reviewed what capital campaigns are and what they are used for

2

In-depth analysis of the three phases of a capital campaign

3

Now we are ready to lead a successful campaign

QUESTIONS?

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