

PhilanthropyMatters

We Share Your Passion!

December 2017

10 Reason to Think Bigger and Consider a Capital Campaign*

At least every ten years – and perhaps more often than that – you should think seriously about what you'd need to do significantly more of for the people you serve, or to serve a lot more people, or in some way make a much bigger “ding” in your universe. In other words, what if instead of doing business as usual you did something extraordinary? That's the kind of thinking your organization should do every few years. It's the kind of thinking that energizes staff, volunteers – and donors.

1. Energize Your Board
2. Enjoy Bigger Gifts from Board Members
3. Boost Investment in your Development Program
4. Improve your Ability to Raise Money
5. Increase Your Visibility
6. Encourage Face-to-Face Fundraising
7. Engage New Community Leaders
8. Attract more Volunteers
9. Feel Accomplished with an End Goal
10. Reach a Whole New Level

**Thank you to Andrea Kihlstedt, Capital Campaign Magic and Terry Axelrod, Benevon*

Five Ways to Personally Cultivate Your Major Donors*

1. Call Them
2. Have your CEO/Executive Director send out an email to all the donors in your major gifts giving society every month.
3. Learn which aspect of your work each of your major donors cares about most.
4. Take them to Lunch
5. Host a small-group “CEO Golden Hour” lunch for no more than ten major donors at a time.

I know these items seem pretty basic and I'm sure all of you have thought about them from time to time. The real challenge is to schedule them and make them happen. Take a good look at your list of major donors, make a commitment for the month of January, and make contact in one of these five ways with at least one of them each month. This may be a small step for some of you, but I would like to hear how it went and how active your schedule will be in the coming months. Note – at no time are you asking them for a gift, but you are asking what's important to them as it relates to your organization – and possibly to the community.

— David

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Client Milestones



St. Paul JCC, St. Paul, MN

CEO Michael Waldman announced that they are very near to an extraordinary **\$15 million** capital campaign achievement!

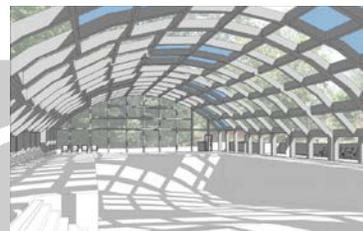


Working with the four hospital foundations of Premier Health, the largest health care system in Dayton, to prepare their 2018 – 2020 strategic philanthropy plan. It will represent the largest fundraising commitment in their collective history.



JJ & Jeanné Wagner JCC

In just five months, under the direction of Executive Director Andrea Alcabes, the "Our J. Our Future." capital campaign has raised **\$2.5 million** towards their \$5 million goal.



Asheville JCC, Asheville NC

Left – Groundbreaking / Right – rendering of new pool facility. Lael Gray, Executive Director, shared with me that they now have reached **\$8.2 million** of an original campaign goal of \$8 million. It represents one of the largest campaigns anywhere in Asheville.

UPDATE – With all the rhetoric and hyperbole that's going on in our world, I suggest we take a taste of a daily column titled "Update," produced by the Jewish Federation of Birmingham. It presents a poignant slice of life in Birmingham, Alabama, and often its connection to the rest of the world. Created by my friend and Federation Executive Director, Richard Friedman, he and others from his staff share their insights in articles that are relevant and current. Follow them @BJF_UpTweet



Responding to many requests, we are happy to introduce several new services.

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Major Gift Planning & Coaching

- What to ask
- How to ask
- Who to ask
- When to ask
- Building a relationship

Four Months of "Pre" Pre-Campaign Planning

- Developing your prospect list
- Key points for a campaign case
- Early advice visits

Wishing all of you a wonderful end of the year! Enjoy the holidays and may next year be your greatest year ever!



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