

# Philanthropy Matters

We Share Your Passion! November 2020



## GREETINGS,

I hope all of you find these brief lists of fundraising opportunities helpful as you continue your year- end activity and gear up for campaign and critical fundraising in 2021. We wish all of you a safe Thanksgiving holiday.

### **Beating the COVID-19 Challenges; Don't Stop Campaigning (to the tune of Don't Stop Believing)**

We know it hasn't been easy this past year. One common theme that we have shared along with other consultants throughout North America, is to keep your eye on stewarding and communicating with your donors. In addition, if you were in a campaign, you may need to reexamine current strategies and "Don't Stop Campaigning." We want to share with you 10 strategic steps/results from the Louisville JCC Capital campaign from April 1-October 31, 2020.

The J was in the final stage of their quiet/major gift phase of their \$40M campaign. 2020 was a pivotal year in getting to and surpassing their groundbreaking goal for building a new JCC. We focused on short term campaign goals as our adjustment to the pandemic and were able to trust in and engage our campaign leadership as they stayed committed to our mission. They were outstanding

#### **April 1-October 31, 2020**

- 1) Current (4/1/2020) total of \$37.5M, from 180 donors, 94% of groundbreaking goal
- 2) Began bi-monthly calls to campaign donors, over 320 calls
- 3) Six campaign cabinet Zoom meetings and follow up prospect reminder calls
- 4) Many cabinet co-chairs calls to discuss key major donor strategies
- 5) Monthly campaign reports and two presentations to Board of Directors
- 6) Initiated and closed a \$500,000 Zoom campaign conversation/solicitation



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7) Achieved 47 new or increased gifts, including a second community foundation award of \$100,000

8) **Raised \$1, 548, 740 in gifts/pledges with the persistence and passion of our cabinet**

9) Hosted the official groundbreaking ceremony virtually on

October 8 and launched the community phase of the campaign

10) Announced a new campaign goal of \$42.5M

On November 1, hosted a Zoom call with a lead donor family the prior week, accepted a gift increase of \$1.5M that will help ensure that the \$42.5M goal will be achieved.

Louisville JCC/Federation

Sara Klein Wagner CEO

Stacy Gordon Funk Senior Vice President and Chief Philanthropy Officer



### **When it comes to campaigns: Simple is Better**

Once you know the steps and strategy for a campaign it is simple but not easy. Look at these phases of a campaign:

- Pre-campaign, *draft of campaign case and big vision answering these questions Why? Why now?, Who will it impact?*
- Feasibility study, *test your case with confidential key donor interviews*
- Campaign plan, *prepare a draft campaign management plan based on study info*
- Quiet /major gift phase, *solicit your major gifts, your success helps you determine a realistic goal*
- Kickoff community phase, *once you have raised at least 75-80% (DVA recommendation) or even more before going public*
- Post campaign/Wrap Up, *celebrate and finalize all administrative steps*
- Committees feasibility Study, *Steering, Campaign Cabinet, many volunteers may serve throughout the campaign*
- Most important, *working with your campaign consultant, can all be done virtually*  
Core input from, Amy Eisenstein, Campaign Tool Kit

**Let us add the following:**

1. Experienced consultant, *making adjustments as needed throughout the campaign*
2. Feasibility study, *gather key major donor prospect information, what can be raised*
3. Board engaged, *support through giving and reaching out to prospects*
4. Internal structure, *marketing, donor info and donor follow up*
5. Team of volunteers, *commitment to the process, persistent, passionate*



**Wise words from fundraising legend Jerry Panas (*of blessed memory*).**  
*Written many years before COVID-19*

**It's up to you. Determine. Dare. Do. Here are some tenets to follow.**

1. Communicate your vision, your dreams, and your mission. Your case for support must be stronger than ever. And you must tell your story.
2. Keep your Board of Directors totally informed of your financial situation. Make certain they are roaring advocates for your program. Lean on them.
3. On a regular basis, let donors know how important their support has been to the institution in the past. Tell them you could not have done it without them.
4. There has never been a time when planned gifts are more important to your fundraising efforts. Be certain to talk to your friends about estate giving.
5. Even with major donors who have given in the past but are not able to make a major gift at this time, keep them involved in some way. they will come back.
6. If the need is urgent, proceed with your campaign plans. We are finding that our campaigns are successful— even in times like this.

*These tenets are still the bedrock of fundraising principles.*



The world is changing, there is no doubt. We are excited to share with you that your campaigns can still move forward or you can prepare to launch a new one.

*We have been helping our capital campaign clients reinvent, adapt and successfully complete their campaigns, despite the current climate. And it's been going well!*

Give us a call, we can help you review your plans, answer questions etc.  
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***Stay safe. Stay healthy. Stay strong.***



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Dawn Hensley, Editor

