



What Makes a Campaign Work

(and why some struggle)

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What we will cover today:

- The distinguishing fundamentals of effective capital campaigns
- The role of leadership, donor dynamics, and alignment in campaign success
- How feasibility studies, timing, and campaign phases shape strong outcomes
- How capital campaigns integrate with and strengthen annual giving

The Big Picture - The Arc of a Healthy Campaign

- The right soil
- Preparing well
- Executing with focus
- Overflowing with thanksgiving

The Right Soil

SYMPOSIUM

2026

Campaign Success Factor

Campaign priorities stem directly from a strategic plan.

The Right Soil

- A clear, lived strategic plan that guides day to day activity

In Addition....

- Real, active donor relationships
- Stable senior leadership
- Executive leader and board committed to the campaign

Preparing Well

Campaign Success Factor

Conducting a feasibility study that determines an achievable goal donors are excited about.

Why a Feasibility Study Matters

- Tests clarity, capacity, and donor interest
- Reveals donor motivation and potential roadblocks
- Informs scope, timing, and leadership strategy
- Begins cultivation by inviting donors as insiders

Executing with Focus: The Core Components of a Capital Campaign



Case



Leadership



Prospects



Strategy



Plan



Campaign Success Factor

Creating a printed case for support tool for use with major donors that presents projects that are the intersection of the strategic plan and the stakeholder perspective of those priorities.

Case

- A clear, storytelling tool for major donors
- Directly tied to mission and impact
- Clearly shows how organization's core mission/calling is advanced
- Not comprehensive, rather a conversation guide
- Impacts other organizational communication

Case

CHILDREN ARE SUFFERING INJUSTICE AROUND THE WORLD

10 MILLION
children are in slavery
(more than any other time in history)

240 MILLION
cannot access education

AND IT IS GETTING WORSE

In Africa and Latin America poverty is increasing



11%
Increase since
the pandemic

18%
Increase expected
by 2030



EQUIPPING CHANGE MAKERS



TEN YEAR VISION

We will have **six partners** with the bricks/mortar and programmatic ability to **support 3,500 children** all the way from rescue/intervention through the end of high school and beyond to college, employment, or entrepreneurship.

SYMPOSIUM

Campaign Success Factor

Empowering volunteer and staff leadership who will provide focus and accountability to ensure the success of the campaign.

Leadership

Who carries the campaign?

- Staff leadership with clear accountability
 - Hiring a campaign manager who wakes up every day thinking about the campaign
- Volunteer leadership with influence and access
 - Campaign Steering Committee (CSC)
 - Executive Campaign Committee (ECC)

Campaign Success Factor

Identify lead donors who can anchor the gift plan so that other donors can make a meaningful impact on the remaining goal.

Prospects

- About 60 donors fund 90% of the goal
- The top 5-7 gifts make up around 40% of the goal
- Campaigns rise and fall on lead gifts

Campaign Success Factor

Identifying and tracking target highs AND lows for each top prospect to provide meaningful, ongoing projections.

Strategy

- Working the core strategy, asking process with major donor prospects, with your ECC and senior team.
- Identifying casual conversation, tour, and case presentation opportunities and timelines for top prospects.
- Using a simple tool to track target highs and lows for each top prospect, allowing for easy reporting and scenario planning.

Sample Gift Plan

Partners	Gift Amount	Totals
1	\$2,000,000	\$2,000,000
2	\$1,000,000	\$2,000,000
2	\$500,000	\$1,000,000
8	\$250,000	\$2,000,000
10	\$100,000	\$1,000,000
12	\$75,000	\$900,000
15	\$50,000	\$750,000
20	\$25,000	\$500,000
Many	Various	\$450,000
	Total	\$10,600,000

*Gifts may be made over 3 years

Campaign Success Factor

Following a schedule that reflects campaign best practice and corresponds to your organization's natural seasons.

CAPITAL CAMPAIGN PHASES	TIME FRAME	PRIMARY FUNCTIONS	% OF GOAL / TOTAL	\$ AMOUNT RAISED/ TOTAL
Pre-Campaign (3 months)	Aug - Oct 2025	Rescope the initiatives for the campaign. Identify and invite CSC		
Phase 1 (6 months)	Nov 2025 - Apr 2026	Solicit the top prospects	40%/40%	\$8.8M/\$8.8M
Goal Assessment				
Phase 2 (8 months)	May - Dec 2026	Broaden the campaign focus to the top next grouping of prospects Secure 100% of board commitments	30%/70%	\$6.6M/\$15.4M
Phase 3 (6 months)	Jan - June 2027	Broaden the campaign focus to top 60 prospects	20%/90%	\$4.4M/\$19.8M
Phase 4 (4 months)	Jul - Oct 2027	Launch the public phase of the campaign	10%/100%	\$2.2M/\$22M
Stewardship (6 months)	Nov 2027 - Apr 2028	Thank donors as appropriate. Hold celebration event		

Plan

- The early phases are with top prospects only.
- Other fundraising continues as normal for remaining donors until the public phase.

Overflowing with Thanksgiving

The Campaign Ends in Thanksgiving

- Stewardship is an act of worship - faithful reporting honors God's provision.
- This is not a story about what we accomplished, but what God provided through his people, at the right time, for his mission.
- Celebrate God's faithfulness, focusing celebration upward not inward.

Questions?



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