

From Prep to Public:

Communicating with Donors Throughout the Capital Campaign Lifecycle



Susan Brekelmans
Senior Consultant
Benefactor Group



Megan Simmons
Senior Consultant
Benefactor Group



Emily Alonso-Taub
Vice President of Philanthropy
COSI

Formerly Senior Vice
President of Development
Mid-Ohio Food Collective





Today's Case Study: Mid-Ohio Food Collective



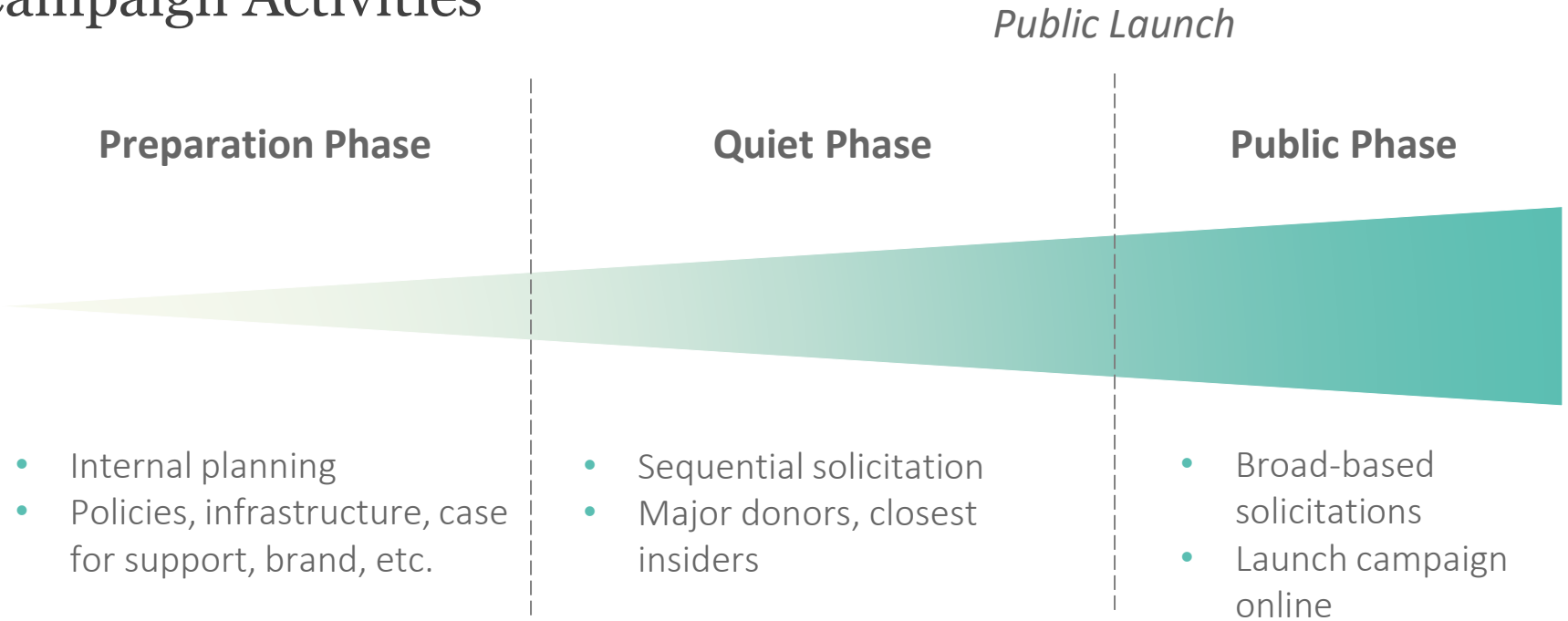
mid-ohio food
collective



The Capital Campaign Lifecycle

Please go to www.menti.com and use code **4815 598**.

Campaign Activities



Campaign Communications

Public Launch

Preparation Phase

Goal: Show donors you have a clear future vision.

- Case for support

Quiet Phase

Goal: Make your major donors feel like insiders.

- Major gift proposals
- Recognition opportunities
- Brochure/leadership book
- Digital pitch deck
- Campaign video
- Campaign office
- Visual renderings

Public Phase

Goal: Spread the word! Shout it from the rooftops.

- Templates (social media, newsletters, email, etc.)
- Accessible microsite
- Digital/print ads
- Branded environments



Preparation Phase Communications

Please go to www.menti.com and use code **48 15 59 8**.

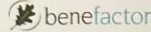


Case for Support

- The case for support: an internal resource document
- Adapted for...
 - Talking points
 - Grant proposals
 - Brochures
 - Videos
 - Leadership briefing documents
 - FAQs
 - Direct mail
 - Press releases
- Process for updating the case for support
- Building a library of stories

Case Study: Mid-Ohio Food Collective

EAT 4/10/19



Mid-Ohio Foodbank Preliminary Case for Support

1. Capital changes to Mid-Ohio Foodbank: \$8 million (see below)

② Helping Communities Grow from Ground Up.

Builder of space. Where are we going to confirm land lease - most of \$1 toward enclosed dining space + expands + provides + innovative solutions = utilizing plants.

Modeling + \$1.2M = 2 hubs + 2 hubs = 5 @ 25M in budget = \$1.25M in add'l food?

② What will be the specific changes to the Mid-Ohio Foodbank facility?
This is a new addition since we last engaged. Why now - what was the impetus?
What will the impact be?

Wheatland Farm: \$1 million = 130 \$1 1.5-2M
How does a community feed itself? = what does urban farming look like? Make an educational center to educate city. = what role does most play here? = importance of community, engage this world

③ What will be the specific changes to Wheatland Farm?
Why now - what was the motivation to add the learning and resource center?
What will the impact be?
- complete accessibility to all members of community
- health + wellness education
- in partnership of other county partners (ie. Wad)

Innovation Fund/Community Response to Ending Hunger: \$5 million - \$6 million
What new resources and services will pantries be able to provide because of the \$5 million Innovation Fund? (Expanded pantry hours? Others?)
Greenhouse
Pantry
Tables

\$5 million is the short-term investment. What does the ultimate solution look like?
With \$150 million, what would Mid-Ohio Foodbank do?
Hubs in every county?
Self-sustaining hubs? (And if so - what does that look like?)
Funds to launch + pay staff + labor

Sustainable Annual Operating Fund
What will MOF tangibly do with an increased operating budget of \$16 million?
What initiatives are not currently possible - but will be possible when MOF reaches \$16 million? (see reuse)

④ CAPITAL
1. Pad kit. → form of our work; prepared foods; lg-scale
2. expand + Renov Pantry
3. Renov cont/pubs mty space
4. Staff space

Why? - MOST well-thought timeline = BMS diabetes research study; MMS; fresh Meats
- Ending hunger work is advancing to meet needs of customers (not meals as measure; prepared meals, but just leads but for convenience of families convenience)
- current kitchen not meant to do this work
- provide diff levels of service
- kids meals: 5,000 - 7500/day + dinner for school-age kids → snacks for rec ctrs
- summer feeding → quantity = healthy meals from scratch; added value!
- Re-entry + workforce development = as part of this? Re-entry Future
- customer-centric experience

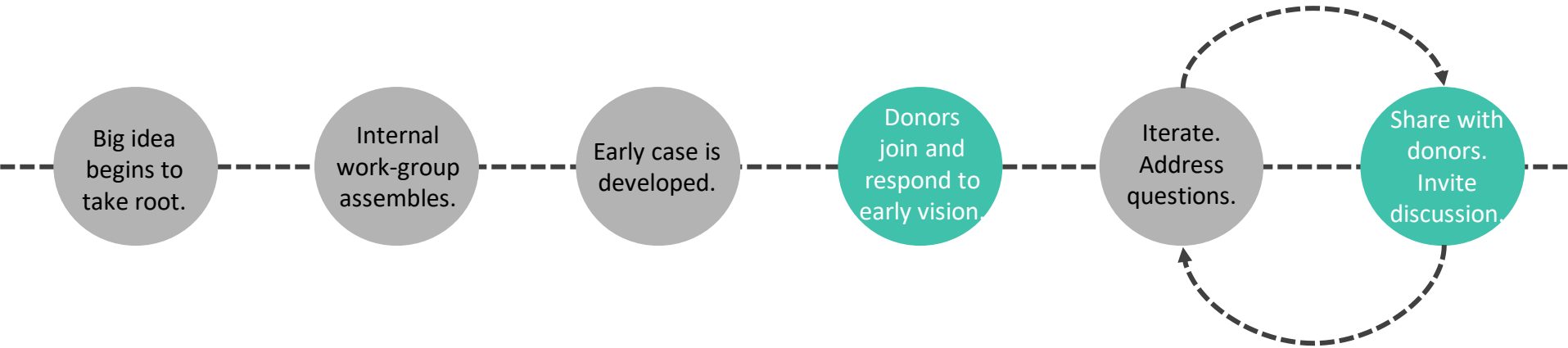
⑤ Overall with improve health - outcomes for our low-income populations via fresh, healthy food = help them thrive but also mitigate costs to community = contribute to operating side

Where we started



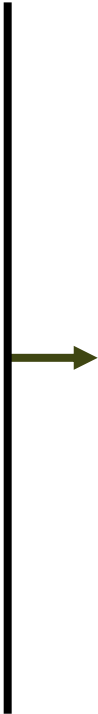
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How we refined and strengthened the vision with donors



Case Study: Mid-Ohio Food Collective

- Do you feel that the North Star vision takes Central Ohio in the right direction? Does it take the Mid-Ohio Food Collective in the right direction?
- Do you feel that the Mid-Ohio Food Collective is uniquely positioned to address this challenge?
- Do you feel that this project will inspire the community to invest?
- Does it inspire you/your organization to invest?
- How did you react to the philanthropic goal?
- How strongly do you support each element described in the vision?
- If you had to prioritize, please rank the elements.
- What else should the Mid-Ohio Food Collective know to ensure success?



**How we
refined and
strengthened
the vision
with donors**



Quiet Phase Communications

Quiet Phase Audiences

	# of gifts	@	\$ amount	=	total value of gifts at this amount
Tier I	1	@	\$6,000,000 or more	=	\$6,000,000
	3	@	\$3,000,000 to \$5,999,999	=	\$9,000,000
	4	@	\$1,000,000 to \$2,999,999	=	\$4,000,000
	8	gifts yielding a total of			\$19,000,000
Tier II	7	@	\$500,000 to \$999,999	=	\$3,500,000
	10	@	\$250,000 to \$499,999	=	\$2,500,000
	16	@	\$100,000 to \$249,999	=	\$1,600,000
	33	gifts yielding a total of			\$7,600,000
Tier III	18	@	\$75,000 to \$99,999	=	\$1,350,000
	21	@	\$50,000 to \$74,999	=	\$1,050,000
	28	@	\$25,000 to \$49,999	=	\$700,000
	67	gifts yielding a total of			\$3,100,000
	Many @ less than \$25,000 to ensure success				\$300,000
Total	108	gifts yielding a total of			\$30,000,000

Sequential solicitation

- Insiders
- Major donors



Best Practices

1. Articulate the value proposition: *substantiate, differentiate, resonate.*
2. Make it about the donor: emphasize donor agency.
3. Make it about the cause, not the institution.
4. Focus on strengths, not needs.
5. Confer insider status.
6. Convey social norming.
7. **Tell stories.**

Case Study: Mid-Ohio Food Collective



Rooted In You: Let's Re-Imagine Ending Hunger

Mid-Ohio Food Collective
333 subscribers

Subscribe



5



Share



Download



ROOTED
IN YOU

The campaign to re-imagine ending hunger





Public Phase Communications

Public Phase Audience

	# of gifts	@	\$ amount	=	total value of gifts at this amount
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- Mid-level donors
- Annual fund donors
- New donors
- Lapsed donors
- The community at large— regional residents and local businesses

In short: everyone.



Best Practices

1. Identify and segment audiences.
2. Immerse audiences—use every channel.
3. Emphasize donors as part of a *movement*.
4. Show progress.
5. Don't forget about early donors.
6. **Tell stories.**

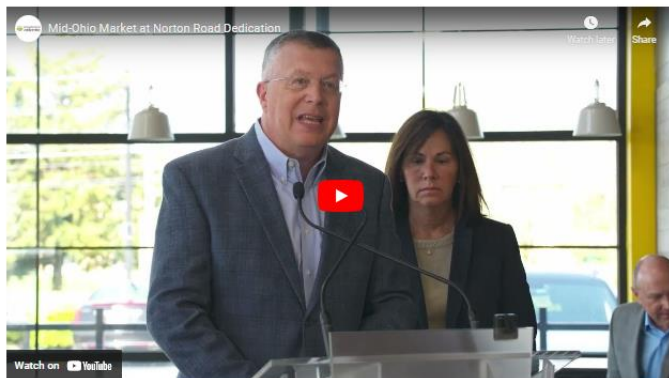
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ABOUT ▾

[Donate Now](#)

Mid-Ohio Food Collective surpasses campaign goal with help from the community. Watch the announcement below.



Ruby's late husband was a jet engine mechanic in the Air Force. They were high school sweethearts and she misses him terribly. Ruby keeps those she cares about fed, including the foster children in her home. She transforms the vegetables she receives from the market into healthy meals made with love.



Phyllis and Jim are in their late 70's, but that has hardly slowed them down. They still volunteer, help out with the grandkids, and do their own house repairs. Phyllis still chops firewood for the stove. Their biggest challenge is accessing fresh fruits and vegetables. There isn't much money left over after paying the medical bills for Jim's glaucoma treatments.



Luke's smile lights up the playground, even on a warm, humid day. His parents work hard every day, but the family budget is still tight. The produce they receive at the market fills their plates with healthy food to help this young family grow.

Promote on Social Media



Mid-Ohio Food Collective Rooted in You Campaign Kickoff

Unlisted

Mid-Ohio Food Collective

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333 subscribers

3

Share

Download



social media toolkit





A Guide to Campaign Communications



Next Up!

Another Round of Breakouts!

**Check the Bridge App or
Session Locator for the next round
Of education!**

Don't forget the AMPLIFY LABS!



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