From Prep to Public:

Communicating with Donors Throughout the Capital Campaign Lifecycle



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Mid-Ohio Food Collective







Today's Case Study: Mid-Ohio Food Collective







The Capital Campaign Lifecycle

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



Campaign Activities

Public Launch

Preparation Phase	Quiet Phase	Public Phase
 Internal planning Policies, infrastructure, case for support, brand, etc. 	 Sequential solicitation Major donors, closest insiders 	 Broad-based solicitations Launch campaign online



Campaign Communications

Public Launch

Quiet Phase Preparation Phase Public Phase Goal: Show donors you have a Goal: Make your major donors Goal: Spread the word! Shout clear future vision. feel like insiders. it from the rooftops.

- Case for support

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

- 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 Leadership briefing documents

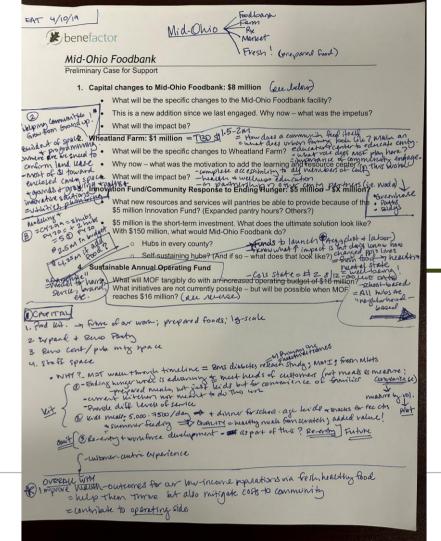
Grant proposals FAQs

Brochures Direct mail

Videos Press releases

- Process for updating the case for support
- Building a library of stories

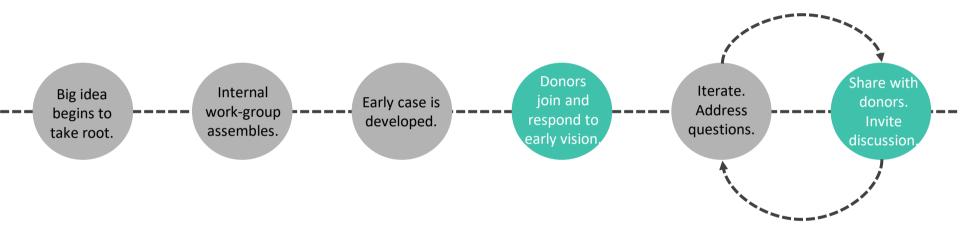




Where we started



How we refined and strengthened the vision with donors



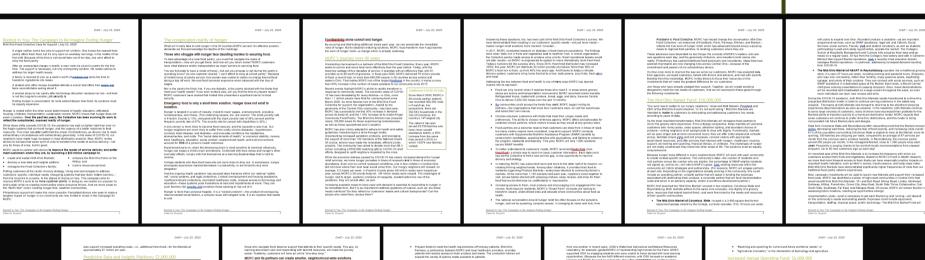


- Do you feel that the North Star vision takes Central Ohio in the right direction? Does it take the Mid-Ohio Food Collective in the right direction?
- Do you feel that the Mid-Ohio Food Collective is uniquely positioned to address this challenge?
- Do you feel that this project will inspire the community 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



Where we ended



as a platform for testing and perfecting attending service options like drive-thru, lockers, and online ordering that can be deployed in the MIA-Chio Markets and beyond.

gh-impact nonprofits engage partners, actively obligatorate, build community, and share ought leadership. To do this, groups need space. The Mid-Chio Food Collective will add

Additional offices and conference rooms will support the Collective's operations as the organization continues to grow.

Smart Farms help to increase access to freely, local produce; transform vacear, understilized stillor, build social capital among lice-income, shoot-insecure neighbors; and educate whole communities about filtred and health. They are excellent vessels to help and insight and co-create traving communities. Building on its urban forming success, MCPC plans to transform the Mist-Chino Parm on the Hittips trick o community certification.

Now presents an Ideal time to invest in the MI-S-Chia Parm on the Hiller. The Farm is bookended by senior housing units and borders at Federally Qualified Health Center, new affordable housing for intergeneurolonal facilities will some alignite the rine well. Campaign insestments in the Farm will studied the viriage-like space, bringing tagether diverse.

wraparsent services, providing youth contend education, organizing opportunities for the community to consect, and serving as a model for the nest of the Central Chio urban terming network. All this—set top of graving high-quality produced Doness are invited to:

MOPC has cultivated a deep relationship with The Onio State University, one of the nation's top ten schools for agricultural engineering; the organizations have counseled and learned

The Mid-Chio Farm on the Hillton will incubate, test, and advance new and emerging techniques of agriculture and production such as:

Climate-controlled greenhouses for year-round growing Growing methods that include hydropenics, aquaponics, aquaculture, aeropenics,

. Robotics, networking, sensors, and data analysis.

Transform the pantry.

Expand available sfoff oners

Advance smart farming techniques.

Predictive Data and Insights Platform: \$2,000,000 in 2018, the Mid-Chin team observed a surprising trend.

More than half of the customers in its two highest-need tip
codes were traveling miles away for food assistance—even
though the area's largest food partners were located much
system to track and report on The more <u>disable</u> we understand our customers' habits and needs, the smarter we can be in orating solutions. Cudod by data, NOPC can provide the right food in the right place at the right time. Now, philanthropy will elevate MOPC's at the right line. Now, philanthropy will elevate MOPICs.

Working system, <u>Touristies</u>, into a national platform for data
collection, analysis, and heights. Donors will create an
Changing from month to coloring system. Court as the a national platform for data collection, analysis, and insights. Donors will create an socseculate, easy-to-use digital application that helps What trends are emerging With real-time data to recor Customers log in to the arm and create a profile. leaders, and media sources food banks can rafy new The ann mides users to fresh food at nearby actives, stretgryng var ungete internation.

Austracco of easy to carriagate internation.

Notifications elect users to locations epen nearby;

Feeding America tool transmission of the carriage of the carri seeking to cultivate new skills to register for free classes that mirror their interests.

Cocasional digital check-ris will encourage outcomers to update their profile—so that the app can continue to refer smart, customized resources.

A mother in need of childcare taxes different barriers to food security than a neighbor managing chronic diabetes. The pathways out of humoer are winding and complicated, and

Our customers will benefit.

Data around hunger, health, and poverty have been collected in sites for decades, resulting is both fragmented understandings and solutions. MOFC, with its lighty regarded status in data practices, can thistly continue data around all sections in one enormous time. wers a complete proute of how social determinants—food, health, housing, income, aducation—intersect in Central Ohio, our community organizations can devise more effective approaches to their work. We will replace continued on soutions with thoughtful, manned ones—designed to work in the context of a particular relighterhood, or even a particular Donors can introduce new technologies to the nonprofit sector Mid-Ohio Food Collective Capital Changes: \$10,000,000 warehousing space and net a waterly of pressing needs. A person of the building was left as aw space—a blank canvas to fill when the time presented itself, a place to accommodate lating growth. Now, as MCPC revisits its wark to botter meet customer needs, the majoration calls usen the community of denomy to lived in the billowing castal chanses.

MOFC's existing kitchen was designed over a decade ago to serve as a demonstration facility, it is not saled to need the organization's growing and evolving ambitions. Through this campaign, desers will build a production kindler where the MOFC beam can... Introduce a new operation; preparing made from-sorator, nutritious bad for outstones to bale note. The convenience of these prepared fixeds will remove a pressing obstacle for many automotives the time that must be deviced to cooking. Binishon healthy, nearly-to-exit foot: thesi and vegetation entires, gli shen-free and diabetin-fireding options, furly, and vegetations lost distincts. A MOVEC hasts all and vegetations in side distincts.

rts on the menared thorts customers choose. It can refine its offernor

5,000 to 7,500 meals for children each day, healthy, tesh tool for jost in Early Learning Centers, after-spiggij and sammer care programs, and more.

here one another in recent years. (OSUs Waterman Agricultural and Natural Resources Laborators, for example, graded MOPC in injuries strip, by it series for the Farm. MOPC opportunities, Because the her half different insides, with KGIM forested on assertion opportunities, Because the her half different insides, with KGIM forested on assertion learning and MOPC focused on community, they often completed one another in their scope and intended outsinous. Bit introductionation amount contention—an nonper unu mended austences, sul through constant communication and connection—a OSU agricultural educator serves as technical advicor for the Mid-Dhio Farm—the onga lizations are always alert to potential intersections in their units, and possibilities for

Consorvanting with out on similar narring could introduce the vices on the posteriorists, the resources of world-class facilities, and the proven techniques of a respected research university to the important work of urban farming. All the same time, MOFC has the ability to move quickly and adept nimbly; it is the ideal size to invalue out fire pedga farming insovations that OEU can observe and learn free.

Provide access to fresh, healthy foods.

MOSC will rivest in community garden picts and build new shuctures (such as climate-controlled greenhouses and vertical planters) to expand the array of available produce. In addition to providing heal-flood for growers and their ratalities, the Parin will offer affections and convenient access to heal-flood for the rest of the community through vehicles like a invest in community building.

With donors' investments, the Farm will become more than a source of healthy food; it will found a a point of constraintly pride—a gathering place where Hilliop residents come together to weed, to plant to harvest, to collectively invest in the neighborison Chorons will transform the acres from a place of those principle not something mene, a space that sparks

Inspiration and hope.

With contrasing meetaments, MOFC will lay AGA-accessible pathways throughout the severt access, organized on team events and destromantation, and constitute a much analogued and administration of the contrast and accessible and administration and the contrast and extravers all early memory cargos, negligible delinearly and lay former contrast, and produced meetings, ordinated reportunities, and to more with the an inviting, accessible space that encourages residents to spend time, to impact to distribute the player to deal administration to play of those and commanally.

And, areas of the Farm will be transformed into an event space to host and cater events to corporate and social organizations. Renting the space—for opposite events, seminars.

Expand educational programming.

The Farm will be a center of learning, MOFC will expand programs at the Farm: job training, civic engagement opportunities, and education about natrition and healthy (Bustyles. A neighbor night drop into any of the following classes, depending on their interests: "Ceding drones to monitor crops," or teaching coding through an agricultural lenc:
 "Here to start or expand your garden," focused on the Farm's seven growing.

"STEAM corricula for grades K-12," offered virtually and in-person;

Increased Annual Operating Fund: \$5,000,000

nearly 20 drivers:

. ten 'order pickers'; and

 dozens of volunteers and wornhouse staff. Last year our trucks navigated a total of 498,773 miles. Transportation is one of the most significant costs to MOFC at an estimated \$1.2 million annually. Yet this system is critical to get the right food to the right place at the right time.

As the Initiatives of the campaign—new Markets, urban farming and education, production dichen operations, gogyngiggg and data projects—are launched, a robust annual fund will vacance operations, gegypoping and data projects—are automotion, a recoust annual into service profitical to support increases in speciality codes. The Markets, as one example, will be open onger and serve more individuals than ever before; this requires not only more food, but also as fortified system prepared to source and move that food, new staff to cover additional wavehouse and thansportation shifts, increased storage, and more.

Flexible annual support also flats growth and innovation. In the past, it has enabled MOFC to lives I in the pioneeting research and strategies that have cemented the Collective's regulation as a leaded among peen and partners. Now, if will support the transformations of

Consider the older couple who has no means of transpertation—as if no knowledge of the food delivery programs that exist throughout the community. Think of the resident for whom it takes two COTA transfers and 40 minutes to entire at a food partry afe...not including the return journey with bags full of bod in too. It is for these individuals—and for the 600,000 neighbors that MCPC serves—that we stand firm in our consentment to end hunger, one nourfailing meal at a time. Together, we stand firm in our drive to co-create communities where everyone trainer.

Similator represented in this document refer specifically to the facet year enting June 20, 2020

Quiet Phase Communications



Quiet Phase Audiences

		# of gifts	@	\$ amount	=	total value of gifts at this amount
	Tier I	1	@	\$6,000,000 or more	II	\$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	II	\$3,500,000
		10	@	\$250,000 to \$499,999	=	\$2,500,000
		16	@	\$100,000 to \$249,999	Ш	\$1,600,000
		33		gifts yielding a	total of	\$7,600,000
		18	@	\$75,000 to \$99,999		\$1,350,000
	=	21	@	\$50,000 to \$74,999	Ш	\$1,050,000
	Tier III	28	@	\$25,000 to \$49,999	=	\$700,000
		67		gifts yielding a total of		\$3,100,000
_		Man	y @ 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.











Public Phase Communications



Public Phase Audience

		# of gifts	@	\$ amount	=	total value of gifts at this amount
		1	@	\$6,000,000 or more	=	\$6,000,000
	Tier I	3	@	\$3,000,000 to \$5,999,999	=	\$9,000,000
	Tie	4	@	\$1,000,000 to \$2,999,999	=	\$4,000,000
		8		gifts yielding a	total of	\$19,000,000
		7	@	\$500,000 to \$999,999	II	\$3,500,000
	r.	10	@	\$250,000 to \$499,999	=	\$2,500,000
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		Man	y @ less	than \$25,000 to ensure suc	\$300,000	
1	Total	108	gifts yielding a total of			\$30,000,000

- 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.





ABOUT *



Case Study: Mid-Ohio Food Collective

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 grandids, and do their own house repairs. Phyllis still chops frewood 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.



Mid-Ohio Food Collective Rooted in You Campaign Kickoff

Mid-Ohio Food Collective
333 subscribers



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<u>↓</u> 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!



