Capital Appeals

Back on Track

Is your Capital Appeal falling short of expectations?

Whatever the cause, whatever the target, any capital appeal is a challenge. If you're concerned about progress to date, feel that raising the funds is taking longer than expected, or that all possible sources of funding seem to have been exhausted, Action Planning can help.

Our Capital Appeals Team has spent years helping organisations secure large sums of money to fund capital projects. We provide a comprehensive service from the initial feasibility study to campaign management and 'hands on' fundraising.

Our 'Back on Track' Evaluation has been specifically designed for capital appeals that appear to be stalling or falling short of expectations. 'Back on Track' helps you fully evaluate progress to date, identify opportunities that may not have been maximised or missed and develop strategies to secure the balance of funds needed. We focus our attention on:

- **Fundraising Strategy -** What strategy has been employed and why; what has the impact been?
- **Case for Support -** How strong is the case, is it still relevant; how have the needs and benefits been portrayed?
- **Review of Support Secured to Date -** How were donors identified and approached; evaluation of appeal materials; what level of support has been received in contrast to what was expected; rejections – who and why?
- **Review of Prospect Research -** Level and quality, when it was undertaken and what on-going research has been conducted?
- **Appeal Committee -** Who is a member and how were they recruited; do they understand their role; how successful have they been and in what ways; how motivated are they?
- **Finances -** Are the overall finances healthy; is the target proportional to income; what impact has the appeal had on existing revenue fundraising?
- **Organisational Support -** Who is working on the appeal, their capacity, skills, motivation; how has the database supported the appeal; what level of involvement have Trustees had?

Our 'Back on Track' service includes a site visit, interviews with all the key stakeholders, thorough evaluation of all aspects of your appeal and a comprehensive report with recommendations. 'Back on Track' enables you to focus on the strengths of your appeal, develop the strategies to overcome the 'log-jams' and achieve your goals. We look forward to discussing your precise requirements.

examples of our work

Attlee Foundation

Feasibility study for and implementation of a £3million capital appeal for a children's centre. Including research, bid writing and fundraising support

Corrymeela Community

UK, Ireland & US capital appeal feasibility study and implementation. Support included mentoring for a capital appeal, bid writing, recruitment of an Appeal Director, development of fundraising matrix, capital fundraising training

Disability Challengers

Feasibility study for and implementation of a £3m capital appeal for a new Challengers Centre for disabled children and young people

London's Arcadia

Implementation of a capital appeal for heritage projects in the London Borough of Richmond upon Thames through finding funders and writing bids over a long term period

Topolski Memoir

Implementation of £1m matched capital appeal to restore the memoir and capital bid to Bridge House Trust

Beacon Centre for the Blind

Feasibility study for building a residential home and day care centre totalling £4m

Leonard Cheshire Foundation

Support for two capital appeals, strategic advice to the central fundraising team and presentation to directors on major donor fundraising