

Capital Appeals

Getting your Board on board

How senior volunteers can actively engage in fundraising



In any Capital Appeal, a **Major Donor strategy** is necessary to gain the full impact and utilise the co-operation and support of influential people within your organisation. It is essential to gain the active support of your Governors or Trustees; seeking their help to explore those companies, trusts and wealthy individuals that they can access and using their ability to provide introductions to high-level contacts to build relationships with major donor prospects.

With this in mind, we have developed a programme called '**Getting your Board on board**'. It has been specially designed to explore ways to motivate and involve key senior volunteers. The programme covers essential areas such as:

- **Opening doors** to identify known or new individual major donor prospects; gathering personal insights and information
- **Engaging interest**, involvement and support for your Appeal
- **Planning approaches** with each individual prospect, seeking meetings and other face to face opportunities
- **Asking** for an appropriate donation; peer to peer giving
- **Thanking** and recognition
- **Forming the Appeal Committee** to take on relationship fundraising and to provide the required leverage into donor prospect networks.

Within this programme we will work with key staff in your organisation to devise a strategy to engage the Board, with the options to train and mentor throughout the process.

Capital Appeals have high targets and you will need significant lead gifts from major donors – individuals, companies and trusts to succeed. **Major gifts** come from major donors, but having the names of potential major donors is not enough - you also need to have their attention and interest, and relationships are most likely to be established via a known personal contact. It is important to ensure you have the support, networks and ability to achieve your targets at the start of your Appeal.

We would tailor 'Getting your Board on board' to your organisation's specific needs to give you and your Board the ability to provide the necessary leadership to the private phase of a Major Donor fundraising campaign.

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

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 Changers

Feasibility study for and implementation of a £3m capital appeal for a new Changers 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