

# Capital Appeals

## Mentoring & Support

Giving you advice and guidance tailored to your needs



Whatever the size of the organisation, whatever the scale of the project, any capital appeal is a major challenge. By its very nature, capital fundraising doesn't happen very often, but when it does the pressure to raise substantial amounts in addition to maintaining demanding revenue targets can be daunting. Capital appeals also require different skills and techniques to those employed when raising revenue income.

Training manuals, courses and networking events are all essential but can only ever cover general principles. **Mentoring** offers invaluable learning precisely tailored to the specific challenges and opportunities of your project and personal circumstances. Whether you're the only fundraiser in your organisation or part of an established and experienced team, mentoring combines personal growth with organisational development.

Action Planning's 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 so are ideally placed to offer the practical support you require.

Action Planning's mentoring programme encompasses:

- **One to one** learning personally tailored to your needs and aspirations.
- Practical **step by step coaching** on tools and techniques that enables you to get up to speed quickly.
- The opportunity to **form new views** and develop different perspectives to build your capacity and that of your organisation.
- A **'listening ear'** with whom to explore issues as and when they arise and develop strategies in response.

The key to our Mentoring Service is its **flexibility**. Action Planning can provide one to one or team based facilitation through a combination of face to face, telephone and email contact, time-tabled to meet your specific requirements before, during and after a capital campaign.

Our programme begins with a face to face meeting to assess your skills, experience and needs or those of your team. We would also review and offer guidance on relevant documents, reports and applications.

Based on our findings Action Planning would then devise a bespoke programme. Each individual mentoring session begins with a progress review and ends with a clear action plan to achieve the agreed outcomes. 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