



helping you fund major projects

Action Planning's capital appeals team helps 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 'hands on' fundraising. [more overleaf >>](#)



capital appeals

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Planning and preparation are the keys to success when running a capital appeal to raise large sums, perhaps to fund a new project or building.

Action Planning's capital appeals team helps clients to follow a proven route, drawing upon years of fundraising experience with a wide range of organisations and making use of extensive in-house resources, including research and bid-writing teams.

The first stage is a **feasibility study** which gives an external perspective on whether the appeal target can be achieved and where the funds are likely to come from. It includes:

- **developing the case for support** – a document that must include a compelling description of the project, what it involves and what it will cost. It will cover the benefits of the project to your beneficiaries, why it represents good value for money, your organisation's track record and the credentials of the key people involved.
- **quantitative research** – the first stage of which aims to identify possible sources of funding from statutory, corporate, trust sources as well as individuals known to your organisation, using desk and on-line research. If the organisation has a database, we can provide our 'Wealth Intelligence' service, screening your database against the largest UK database of the wealthy, to find potential major donors amongst your supporters.
- **qualitative research** – personal interviews, both face to face and via the telephone, with a sample pool of potential donors and supporters. We test the case for support, seek opinions on the project and assess the potential level of financial support.
- **preparing the feasibility study report** – which evaluates the findings from the interviews and the research, assesses how much might be raised over what time frame and recommends the best route by which to achieve this in organisational terms.

running the appeal

There are then many ways forward for implementation. Action Planning has the resources and experience to offer a very flexible approach tailored to each individual organisation. We have staff to assist with the preparation, management or implementation of your Appeal at the level required. This may range from occasionally mentoring your team, to helping you appoint an Appeal Manager or running the appeal on your behalf.

"Action Planning have provided excellent support and expert guidance through our Capital Appeal, from feasibility study, through strategic planning to practical help with research and preparation of applications."

Heléna Holt, Director, the Attlee Foundation

"Action Planning were very professional in delivering a fundraising review for Corrymeela to a very tight deadline and in supporting the development of Corrymeela's Capital Appeal Plan".

Peter Anderson, Appeals Director, Corrymeela Community

"Action Planning did a feasibility study which gave a realistic assessment of how much we could raise to buy a new building. They were also very helpful in suggesting ways in which they could assist us with fundraising."

David Cash, Director, The Sheppard Trust

examples of our work

ACEVO - provision of fundraising advice on the third sector Leadership Centre

Ashiana Project - feasibility study for a capital appeal

Attlee Foundation - fundraising feasibility study and implementation of a £3 million capital appeal

Biggin Hill Heritage Centre - feasibility study for a capital appeal

Christ Church Henley - capital appeal feasibility study and support for implementation

Corrymeela Community - UK/Ireland/US £2.5 million capital appeal feasibility study and implementation

Disability Challengers - implementation of £3 million capital appeal

Harewood House - feasibility study for a capital appeal

Home Farm Trust - strategic overview of the potential for a major donor programme plus major donor prospecting and mentoring

InterHealth - feasibility study for capital appeal, capital appeal project management and bid-writing

Leonard Cheshire - support for two capital appeals, strategic advice to the central fundraising team and presentation to directors on major donor fundraising

London Borough of Tower Hamlets - capital appeal for £1.5 million to fund additional facilities at the Whitechapel Idea Store

London's Arcadia - implementation of a capital appeal for the London Borough of Richmond upon Thames

Royal School for Deaf Children Margate - capital appeal consultancy, recruitment, bid writing and research

Tresham Institute - fundraising review to establish whether this Further Education college was ready for a capital appeal