



**The Mark Randall Company**

(800) 455-5543

# Are you ready to kick off your capital campaign?

**✓ CHECK YOUR LEVEL OF PREPAREDNESS BY ANSWERING THESE QUESTIONS**

Yes No

- ☐ ☐ Do you know who the *campaign chairman* should be?
- ☐ ☐ Do you know if he/she will *accept* the position?
- ☐ ☐ Can you obtain a *lead gift* of at least 10% to 15% of your goal?
- ☐ ☐ Do you know from whom at least *half* the money needed can be obtained?
- ☐ ☐ Are there sufficient numbers of *knowledgeable, committed leadership volunteers* willing to help?

Yes No

- ☐ ☐ Are your most important constituents *pre-sold* on the need for the project?
- ☐ ☐ Do you know *how and when* to launch the campaign for maximum results?
- ☐ ☐ Do you know what your *pattern of gifts* should be?
- ☐ ☐ Can a *strong case* be made for your project?
- ☐ ☐ Will members of your *board* give their time and money?

If you could not answer “yes” to each of these questions, we urge you to discuss your plans with professional fundraising counsel. Why? Because ***pre-campaign preparation is absolutely essential to success.***

**The Mark Randall Company** specializes in helping organizations prepare...

and succeed. If a successful campaign is your objective, call us—[800] 455-5543. We find talking informally about your particular situation and how we might apply our skills and experience to help you further your efforts is a good way to begin a relationship.

*There is no obligation.*

---

## ADVANCING THE ART OF FUNDRAISING

*This promotional piece was developed to help you understand how we at **The Mark Randall Company** think and approach the art of fundraising. We hope if reading this stimulates questions, you will call us for the answers.*

---