



## 10 Reasons Why *Every Not-for-Profit Should Run A Special Needs Campaign*

Meeting real human needs is the challenge facing every not-for-profit organization. Whether your concern is research, religion, education, human services or health, the bottom line is money. With *adequate* funds, needs are better met. When funding for programs is *inadequate*, painful decisions are inevitable.

Today, many organizations are struggling to keep pace with growing needs. In an attempt to raise more money, many not-for-profits are engaging in additional special events and more direct mail appeals — everything from the tin cup to telemarketing.

Yet there remains, for the serious volunteer and professional practitioner, a methodology, a process, for raising *new* dollars — *major gift* dollars — which goes unutilized by most agencies. That process is the ***Special Needs Campaign***. If you've not seen much real financial growth in recent years, and program is suffering, here are 10 reasons why you should aggressively pursue a Special Needs Campaign.

1. A ***Special Needs Campaign*** raises significant sums of money and involves board members, donors and community leaders in your institution. No other methodology

is as cost-effective. One American Cancer Society unit saw board giving go from \$5000 to \$40,000 in one year!

2. ***Preparation for a Special Needs Campaign*** creates the framework for a plan of one, two, three, five or 10 years which the board and executive can use. A two-hour planning process *involves* your key people and encourages their *looking beyond the present*, to focus on what the institution's needs are now and *will be* in future years, in order to address the challenges facing your institution.
3. A ***Special Needs Campaign*** will identify *new prospective leaders* for your board and *how* to recruit them successfully to your cause.
4. A ***Special Needs Campaign*** energizes both *staff and volunteers* and increases volunteer enthusiasm, knowledge and financial commitment. After all, raising big money *is* exciting, especially if you've never done it! And as we've learned, those who invest thoughtfully, generously and proportionately in their institution to meet its special needs generally take a more active interest in the institution. *They* become your best

prospects for increased annual support, future capital gifts and planned gifts, such as bequests and trusts. You don't have to be a rocket scientist to know people's hearts follow their pocketbooks.

5. A *Special Needs Campaign* can help you qualify, cultivate and expand your donor constituency into a more receptive group of larger gift donors who understand your needs more clearly and give more generously.

6. A *Special Needs Campaign* will give your board members and volunteers the opportunity to *learn the art of asking for money* sensitively and successfully, a skill far too few directors and trustees possess.

7. A *Special Needs Campaign* will turn your board into "givers and getters," something most boards aren't! While giving and getting are essential to good boardmanship, most boards don't do it, and most executive directors allow them to get away with it, while development officers struggle to raise chump-change from direct mail and special events.

8. A *Special Needs Campaign* will promote your cause more cost-effectively than any other development activity or public relations effort available to your institution. When people talk to people, face-to-face, about real needs, real knowledge and understanding are more readily conveyed and real dollars are forthcoming.

Board members and others who volunteer to help with your special needs begin to function as a "sales force" for your institution as they talk in teams to acquaintances, friends, donors, volunteers, business and community leaders.

9. By clarifying and focusing on your institution's needs and the problems you are attempting to address in the community, the *Special Needs Campaign* compels volunteers to articulate a case for support simply and directly — rationally and emotionally — to inform, educate and motivate others to action, where videos, brochures and letters simply fall short.

10. A *Special Needs Campaign*—more than any other institutional activity—*builds leadership* for an institution. Because leadership is the act of setting examples for others, the campaign process encourages the development of leadership and brings out the *best* in those who otherwise might not have stepped forward on their own.

Developing strong, committed leadership for an institution is the key to successful fundraising and virtually every other not-for-profit activity. An institution with financially committed, strong leaders has the power to act, influence, advocate and ultimately secure the resources needed to carry out its mission.

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To learn more about  
*Special Needs Campaigns*  
and how your institution might  
secure the benefits described here,  
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