



## Capital Heritage Campaign Checklist

Get ready to raise funds for your capital heritage campaign! This checklist based on our November 1, 2018 webinar will help you get organized for a successful launch to your capital campaign.

### 1. THE FEASIBILITY STUDY – Before you dive in find out what factors may affect your chances of success.

- External forces**
  - Fundraising landscape in your community
  - Community perceptions of your organization/project
- Internal forces**
  - Fundraising expertise
  - Operational infrastructure
- Campaign goals & timelines**
  - How much to raise?
  - How long to raise it?
- Cost of your campaign**
  - Campaign budget
  - Hidden costs
- Stakeholder consultations**



TIP: Watch our “Getting Ready to Fundraise” Webinars, free on-demand at [regenerationworks.ca/webinars-getting-ready-to-fundraise](http://regenerationworks.ca/webinars-getting-ready-to-fundraise) for help setting goals and creating a timeline.

### 2. CAMPAIGN BRAND AND KEY MESSAGES

- Campaign brand**
  - Differentiate your project from other charities in your community
  - Differentiate between the campaign and your ongoing fundraising activities
- Key messages**
  - Tell your story
  - Who are you? What is your project? Why is it important?
- Your Case**
  - Why should I support your campaign?
  - How will it impact your community?



TIP: Read our storytelling Tip Sheet for advice on crafting a compelling story at [regenerationworks.ca/telling-your-story-lesson](http://regenerationworks.ca/telling-your-story-lesson).

### 3. CAMPAIGN MATERIALS

- What will you need?**
  - Brochures?
  - Pledge Cards?
  - Letterhead?
  - Website?
- Social media**
  - Facebook/twitter/Instagram
  - Inform and engage

### 3. CAMPAIGN MATERIALS CONTINUED...

- Look & feel**
  - Creative
  - Engaging
  - Enforce your brand
  - Convey key messages
  - Adaptable across multiple platforms [paper, electronic, social media]

### 4. POTENTIAL REVENUE SOURCES

- Government**
- Foundations**
- Corporate**
  - Gifts-in-kind
  - Sponsorships
  - Donations
- Individuals**
  - Major gifts
  - Small donors



TIP: Visit our Find Funding page for funding opportunities for heritage projects at the national, provincial/territorial and regional level at [regenerationworks.ca/resources/find-funding](http://regenerationworks.ca/resources/find-funding).

### 5. MAJOR GIFTS PROSPECT RESEARCH

- People you know**
- People you have connections to**
- Special groups your project may appeal to**

### 6. RECOGNITION STRATEGY

- For major donors**
- For smaller donors**
- Cost of recognition**

### 7. RECRUIT LEADERSHIP VOLUNTEERS

- Committed and passionate**
- Representative of your community**
- Access to networks and willing to use them**
- Leadership donors to your campaign**

### 8. PLAN YOUR WORK – WORK YOUR PLAN

- Stay on track – keep focused**

## Resources to help you

A capital campaign is just another type of fundraising campaign. Regeneration Works has resources to help you: Webinars, Tip Sheets, and Case Studies on a wide range of fundraising topics like major gifts, developing a fundraising plan, donor appeals, securing grants, corporate sponsorship and story telling.

Many of these resources are free. Check them out at [www.regenerationworks.ca](http://www.regenerationworks.ca).



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