



Capital Campaign FAQs and Vendors

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What is it?

A capital campaign is a large fundraising effort primarily focused on raising a significant amount to make major improvements to a chapter facility. Typically, a house corporation will undertake a capital campaign every 10 – 15 years.

How much can we raise?

Campaign goals vary widely and depend on the chapter history, size of alumni base, giving history of alumni base, facility size, and plans for renovation. The process begins by conducting a feasibility study, which analyzes those factors and reports:

- Level of engagement of the alumni base
- Perceptions of the alumni base relative to the success of the chapter and the house corporation
- Low, medium, and high ranges for a campaign goal
- Best timing to kick off a campaign

How does it work?

Typically, house corporations hire a professional fundraising firm to conduct the feasibility study and then manage the capital campaign. The services provided include creating campaign materials, meeting with donors, and managing gift receipts and donor acknowledgements.

Do we need to hire a professional to manage it?

That's the best practice. Professional firms have access to databases where they can estimate donor potential and other giving history; they have experience crafting "case for support" materials that clearly articulate the campaign goals; and they have staff to handle the complicated paperwork relative to receiving, receipting, and acknowledging donations. It's difficult for volunteers to manage all of those details in a timely and professional

manner. Hiring a fundraising firm to handle the administration of campaign frees up our Beta volunteers to focus on relationships, donor cultivation, and volunteer development.

There are several professional firms that help with capital campaigns. Here are some that have worked with Beta chapters:

- Elevate (formerly The Laurus Group): www.elevateims.com
- Pennington & Company: www.penningtonco.com
- Pursuant: www.pursuant.com
- Sinclair Townes & Company: www.sinclairtownes.com