

# BUILDING A NON BUILDING CAMPAIGN FROM THE GROUND UP

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## Greer Polansky

- Director, Client Partnerships at The Angeletti Group
- Has been consulting for 14 years
- Worked as Director of Alumni and Public Relations for Porter-Gaud School
- Past Director of Development at the Children's Museum of Lowcountry
- Past Donor Services Director at the Coastal Community Foundation
- Graduated from The University of Pennsylvania

## Bill Mulligan

- Managing Director for Primus Capital
- BA in Economics from Denison University
- MBA from University of Chicago
- Serves on the Board of Trustees for:
  - The Cleveland Clinic
  - Denison University
  - Land Trust Alliance
  - Western Reserve Land Conservancy
  - Transplant House of Cleveland
- Village Council member for Hunting Village, Ohio

# Board and Organizational Readiness

- Strategic Plan
- Branding Process
- Feasibility Study
- Agreement on goals



# Collective Commitment to Goals

- Commitment to elimination debt
- Growing the endowment
- Using campaign as platform for broadening communication of complicated mission
- Fostering the Urban component of the mission



# Exceptional Volunteer Leadership

- Recruiting Co-Chairs with complimentary styles and different skills sets
- Recruiting a top-notch Cabinet
- Accountability as hallmark



# Comprehensive Ask

- Planned Giving
- Regular Pledges
- Annual Fund



# Investing in Specific Areas for the long-term Health of Philanthropy

- Feasibility Study results
- Marketing and communications
- Prospect Research





# Marketing, Messaging and Communications

- Old reputation still lingering for some
- Lack of understanding of the mission
- Lack of understanding of full scope of services
- Lack of recognition from broader donor audience to reflect geographic footprint



# Prospect Research

- Shallow prospect pipeline
- Lack of resources to deepen donor pool
- Commitment to change this with staff



# Educating While Asking

- Mission complexity
- Geographic diversity and finite resources
- Cultivation and solicitation visits when needed



# Challenge of Needing Cash Up-Front

- Leadership Commitment to eliminating debt
- Planned Gifts coupled with Cash Gifts
- Creative Gift Structuring – Case Study example



# THANK YOU!

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