



NONPROFIT LEADERSHIP CENTER

Welcome to the Nonprofit Leadership Center
2025 Webinar Series!

**The State of Capital Campaigns
2024-25 Research Findings**

With Steven Shattuck

Rules of the Road...

To minimize background noise and distractions, all lines will be muted for the duration of the webinar.

This session is being recorded and will be available on our website for future viewing.

We warmly welcome your questions. Please type them in the chat box. The trainer will answer questions at the end of the presentation.

We're looking forward to a productive, engaging session and thank you so much for your participation!

Your Presenter

Steven Shattuck - Director of Engagement, Capital Campaign Pro

Past Experience:

- Chief Engagement Officer, Bloomerang
- Project Work Group of the Fundraising Effectiveness Project
- Study Fundraising Steering Group at the Hartsook Centre for Sustainable Philanthropy at Plymouth University
- AFP Center for Fundraising Innovation (CFI) committee member
- Institute for Charitable Giving faculty
- Author: Robots Make Bad Fundraisers (2020)
- Contributor: Fundraising Principles and Practice: Second Edition (2017)



About Capital Campaign Pro

- established in 2017
- woman-owned and operated
- unique model focused on capacity-building
- we empower you through coaching, technology, and a robust peer community
- hundreds of successful feasibility studies and campaigns completed
- even more capital campaign pros created!



About You

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WHERE ARE YOU IN THE CAMPAIGN SPECTRUM?

The State of Capital Campaigns 2024

WHY CONDUCT THIS RESEARCH?

- No formal research exists on capital campaigns
- Best practices based on anecdotes and case studies
- 2020-2023 was a unique time for fundraising
- Unfounded fears surround capital campaign fundraising

The State of Capital Campaigns 2024

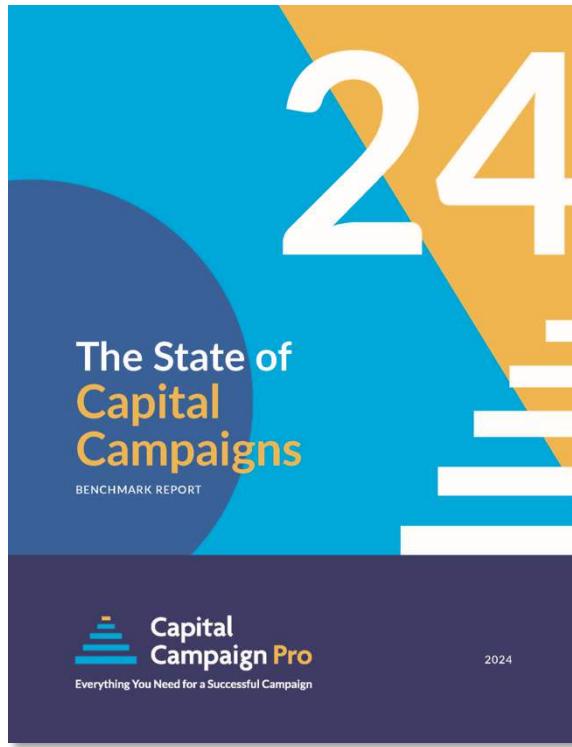
STUDY METHODOLOGY

- Research conducted spring 2024
- Answers collected via SurveyMonkey; sent via email
- Three survey cohorts: pre-campaign, mid-campaign, post-campaign
- Over 500 participant organizations in the US and Canada
- Identities of respondents verified

Thanks to our partners

FOR PROMOTIONAL SUPPORT





capitalcampaignpro.com/research-2024

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NAYDO

North American YMCA Development Organization
inspires and strengthens the philanthropic culture of the YMCA

capitalcampaignpro.com/how-ymca-capital-campaigns-are-different

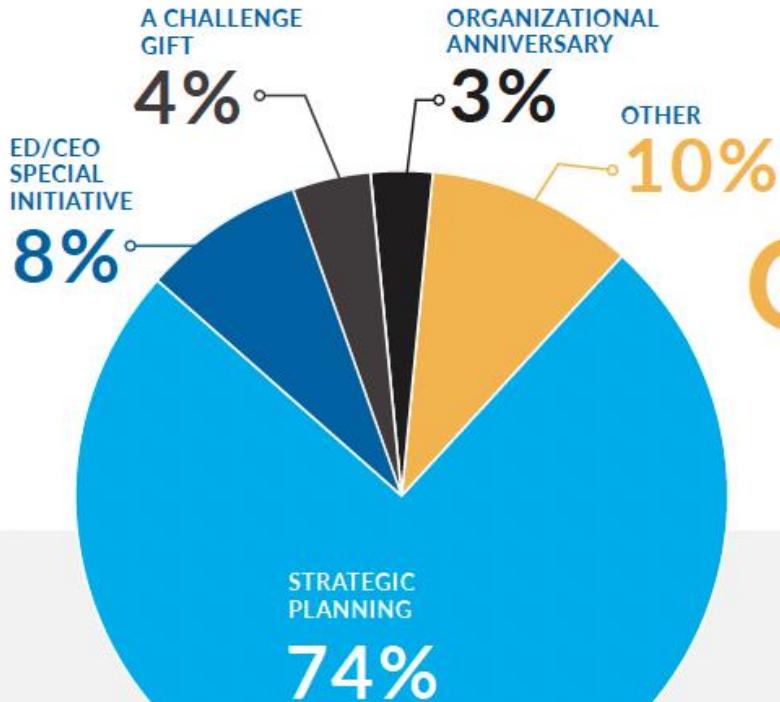
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The State of Capital Campaigns 2024

HEADLINE FINDINGS - ALL COHORTS

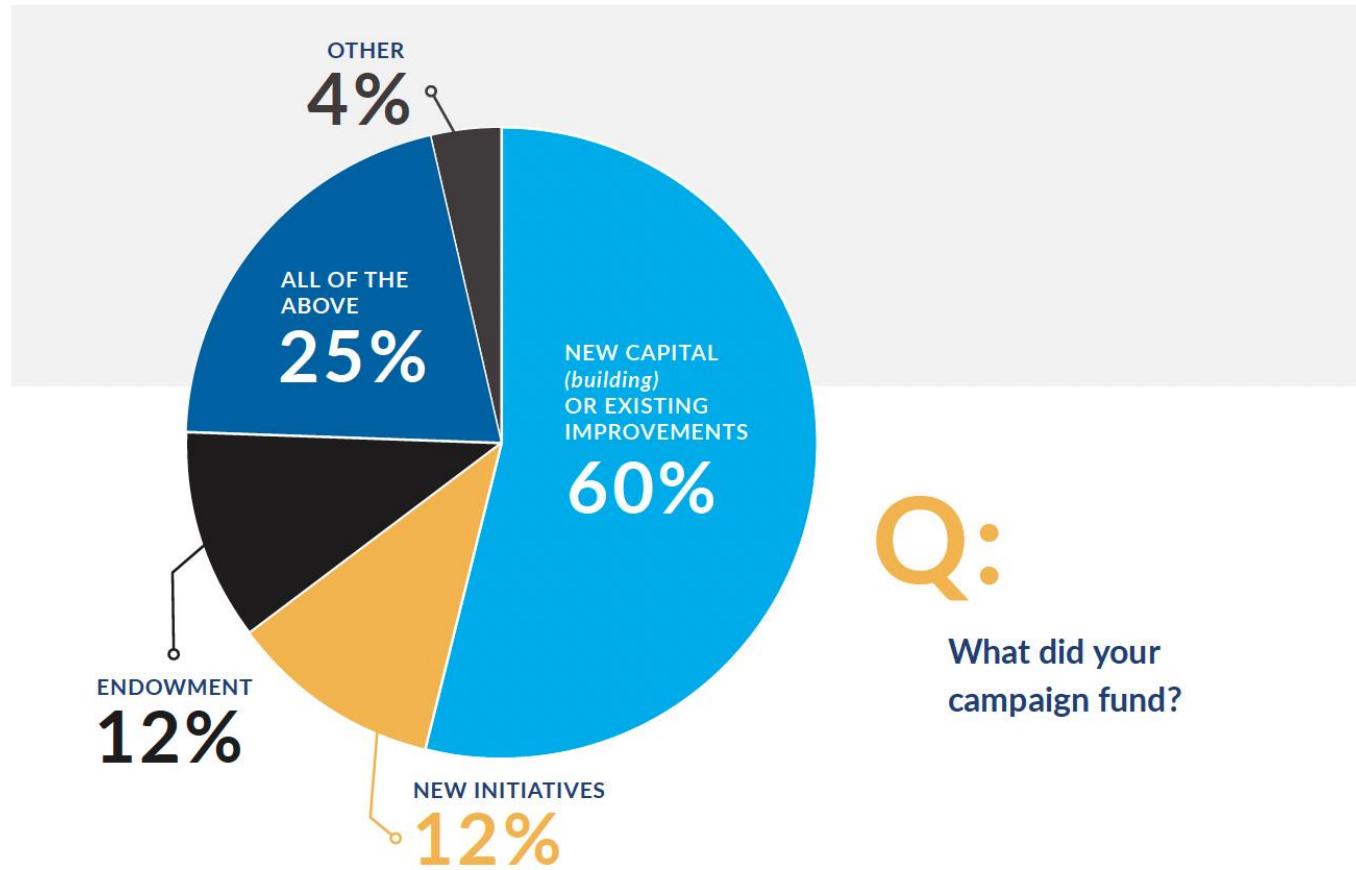
- Capital Campaigns are overwhelmingly successful.
96% of respondents considered their campaign was a success!
- Small shops (\$1MM or less in annual revenue) have successful campaigns, too
- Annual funds tend stay the same or increase during and after campaigns
(campaigns do not cannibalize annual funds)
- Campaigns largely thrived despite fears around economy, recession and inflation

Research Insights



Q:

What prompted
your campaign?



Q:

What did your
campaign fund?

Are campaigns typically successful?

POST-CAMPAIGN COHORT

Are campaigns typically successful?

POST-CAMPAIGN COHORT

What % of your goal did you raise?

Average: 106%

High: 156%

Low: 75%

Do you consider your campaign a success?

Yes: 96%

No: 4%

Average Raised: \$7.7MM

Orgs Under \$1MM Only: \$3.3MM

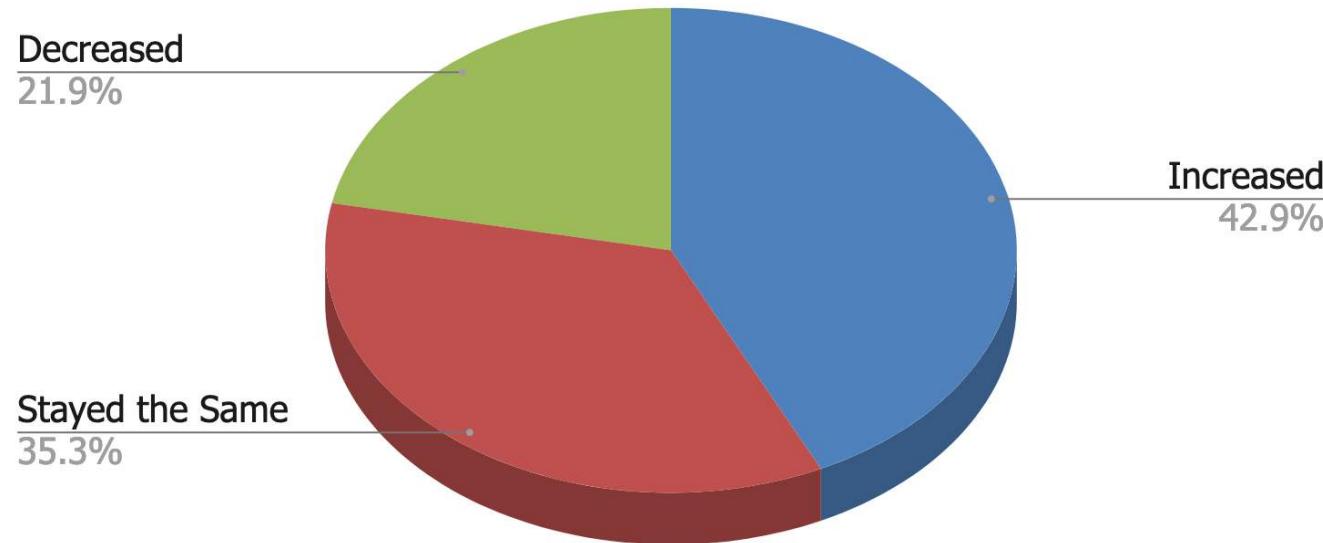
Orgs Above \$1MM Only: \$9.5MM

Impact on the Annual Fund

IN-CAMPAIGN & POST-CAMPAIGN COHORTS

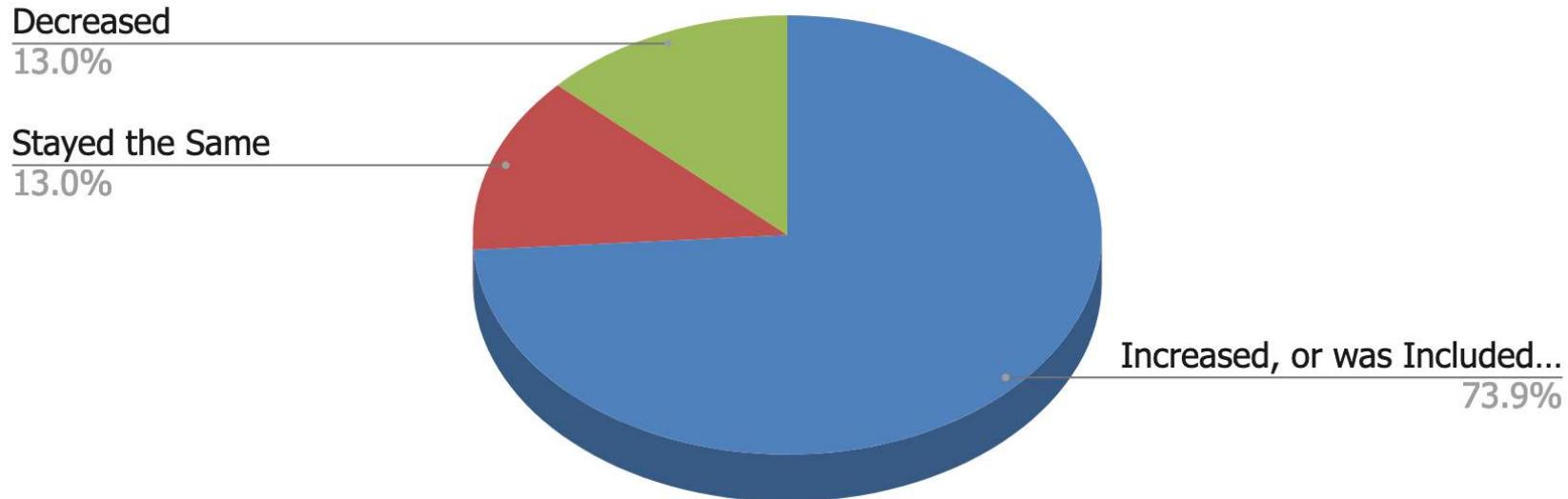
Impact on the Annual Fund during the campaign

IN-CAMPAIGN & POST-CAMPAIGN COHORTS



Impact on the Annual Fund after the campaign

POST-CAMPAIGN COHORT



Anatomy of a **Feasibility Study**

MID AND POST-CAMPAIGN COHORTS

If you conducted a feasibility study, who conducted the interviews?

- Just org employees and/or Board Members – 30%
(may have used a consultant for structure/training/planning/analysis)
- Both org employees and a consultant together – 36%
- Just a consultant – 34%

Impact of a Feasibility Study

X

MID AND POST-CAMPAIGN COHORTS

Orgs that Conducted A Feasibility Study were 2x as likely to report:

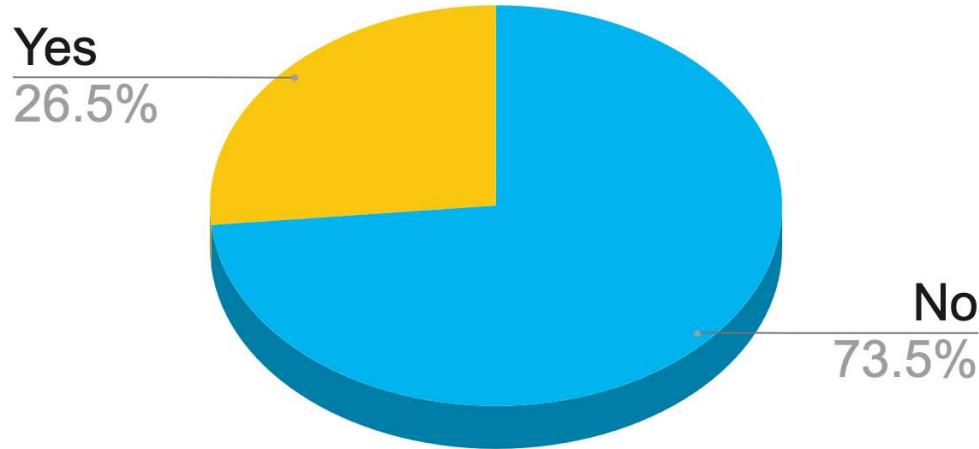
- Increased development staff effectiveness
- Developed better fundraising systems
- Strengthened relationships with major donors

If you conducted a feasibility study, did your campaign goal change afterwards?

- Yes, Increased goal - 33%
- Yes, Decreased goal - 21%
- No - 46%

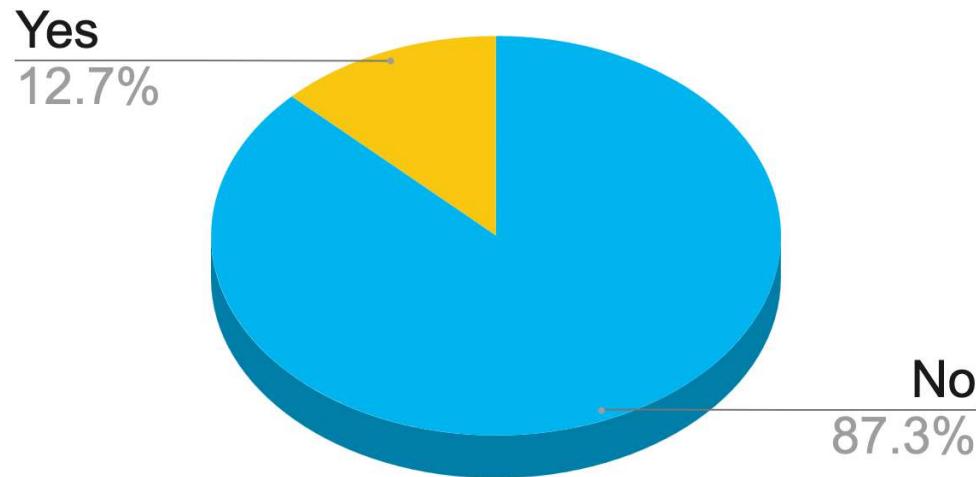
2023 Question: Did you pause due to the pandemic?

ALL COHORTS



2023 Question: Did you pause due to **economic downturn**?

ALL COHORTS

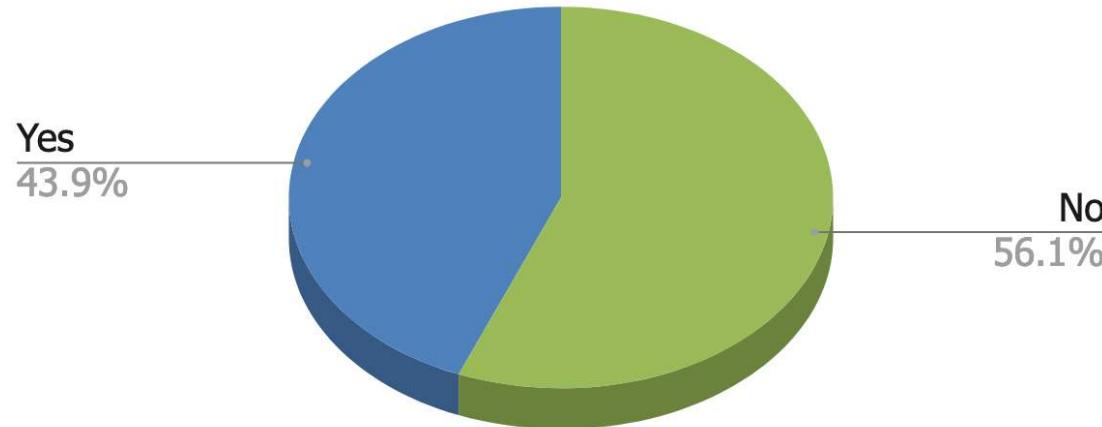


2024 Question: Headwinds

X

MID AND POST-CAMPAIGN COHORTS

Do you feel that external factors (economic, political, etc.) have negatively impacted your campaign?



Campaign Benefits

What were the biggest benefits (besides dollars raised)?

IN-CAMPAIGN & POST-CAMPAIGN COHORTS

- 73% - Strengthened relationships with major donors
- 54% - Became more effective at soliciting large gifts
- 46% - Developed better fundraising systems
- 41% - Board became more engaged in fundraising
- 37% - Increased development staff effectiveness

Capital campaigns for small shops

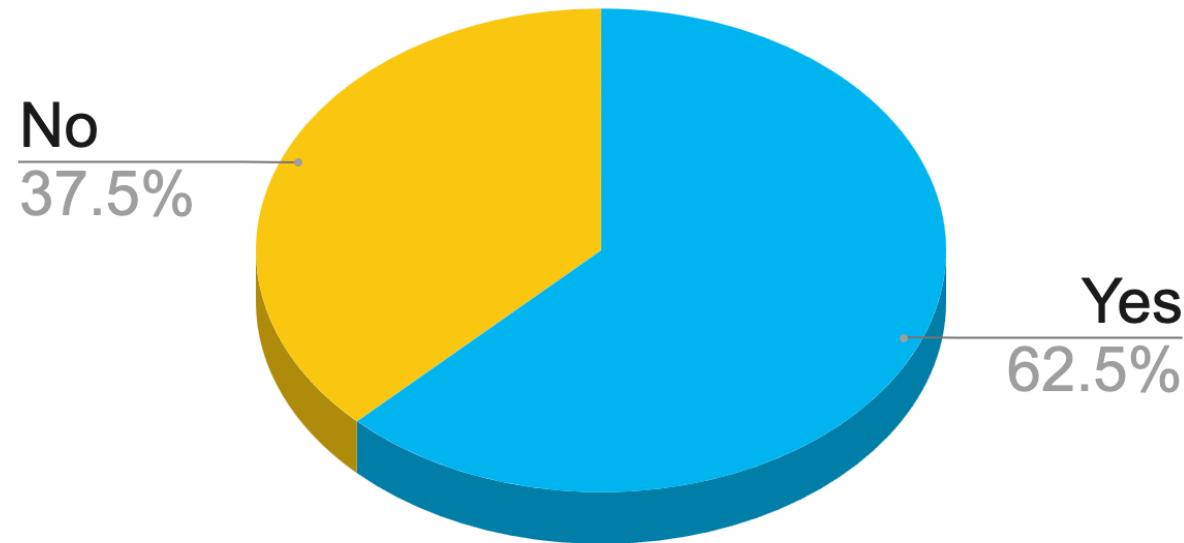
COMPARED TO OTHER REVENUE GROUPS, SMALL SHOPS...

- More likely that this was their first campaign
- Campaign goals were smaller and raised around \$3.3MM, vs. \$9.5MM average
- Higher levels of major donor relationship building and fundraising system improvement
- Tended to have a more active ED and a more active board

Boards & Campaigns

Have 100% of your board members made campaign gifts?

POST-CAMPAIGN COHORT ONLY



Average % of campaign goal raised from board members

POST-CAMPAIGN COHORT ONLY

Average % of campaign goal raised from board members: 14.6%

- Median: 10.5% (midpoint of all responses)
- Mode: 10% (most common response)

Board Member **Activity**

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POST-CAMPAIGN COHORT ONLY

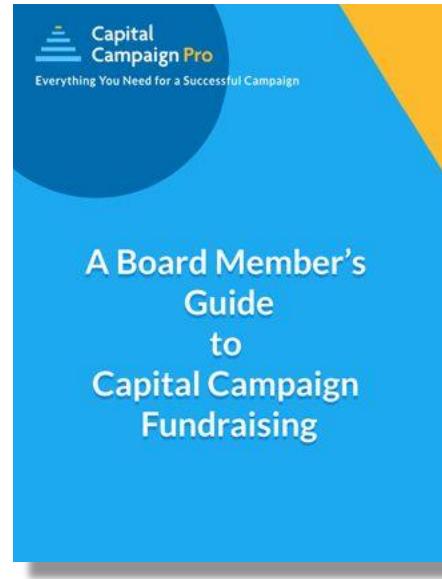
How active is your board chair...

...in non-campaign periods

- Not at all - 22%
- A little - 37%
- A moderate amount - 28%
- A great deal - 13%

...during the campaign?

- Not at all - 14%
- A little - 34%
- A moderate amount – 28%
- A great deal - 25%



capitalcampaignpro.com/board-members-guide

The State of Capital Campaigns 2024-25

FINAL THOUGHTS

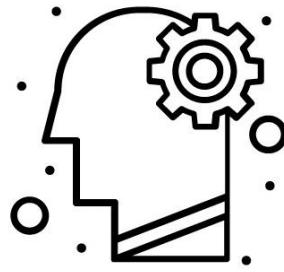
- Campaigns are typically successful
- The annual fund is typically not cannibalized during a campaign
- Conducting a feasibility study is worth it
- You don't need a big money board to have a successful campaign
- Campaigns spur higher activity among EDs and Board

The State of Capital Campaigns 2024-25

DOWNLOAD THE FULL REPORT NEXT MONTH TO LEARN...

- How organizations do (or don't) staff up for a campaign
- How often organizations use consultants
- ED activity before and during a campaign
- Rate of comprehensive campaigns, use of pledges, and top 20 gift %s
- Average length between campaigns
- Role of the volunteer campaign chair
- ...and more!

A Modern Approach to Campaign Consulting



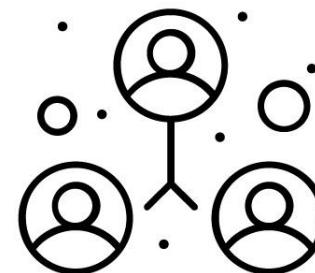
EXPERT ADVISING



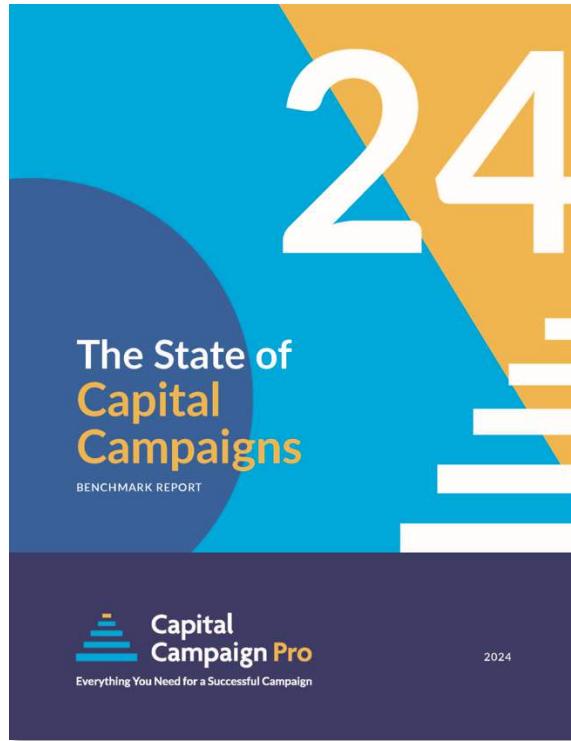
EXCLUSIVE TRAININGS



ONLINE TOOLKIT



PEER SUPPORT



Questions?

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