

5 Phases of a Capital Campaign

Laying the Foundation for Transformational Growth

By Marie Leatherby

Phase 1: Feasibility Study / Planning

✂ **Purpose:** Determine readiness and fundraising capacity

📌 **Key Actions:**

- Conduct feasibility interviews with key donors and stakeholders
- Assess internal capacity and community support
- Develop the case for support and campaign materials
- Set a realistic goal and strategy based on data

🔍 **Outcome:** Confirms the vision is achievable and donor-backed

Phase 2: Quiet Phase (Leadership Gifts)

👑 **Purpose:** Build momentum with major donors

📌 **Key Actions:**

- Secure 50–70% of the campaign goal from lead donors
- Cultivate and solicit board members and loyal supporters
- Finalize campaign leadership team and materials


🎯 **Goal:** Build confidence and credibility before going public

Phase 3: Public Phase

📢 **Purpose:** Invite community-wide engagement

📌 **Key Actions:**

- Official campaign launch event or announcement
- Solicit mid-level donors and general supporters
- Leverage social media, newsletters, and PR
- Share success stories and visible progress


 *Impact:* Broadens reach and reinforces unity in mission

Phase 4: Wrap-Up Phase


 **Purpose:** Bring campaign to completion

 **Key Actions:**

- Close remaining gifts and follow up with open pledges
- Host donor appreciation events
- Finalize donor recognition (plaques, newsletters, reports)
- Celebrate milestone achievements


 *Result:* The finish line is crossed with integrity and gratitude

Phase 5: Stewardship & Implementation

 **Purpose:** Deliver on promises and retain support

 **Key Actions:**

- Report back on project outcomes and how funds were used
- Maintain donor engagement with updates and stories
- Begin project implementation or construction
- Host a dedication or ribbon-cutting celebration

 *Legacy:* Build long-term trust and relationships for future growth