



# Strategies for Success

Smart fundraising ideas from Hartsook

## Major Gift Campaigns Raise More Than Dollars



Implementing a major gift campaign for your organization is an important component of a healthy development program. Major gift campaigns do not need to be only for extraordinary capital, program, endowment goals, or just in times of great need.

Successful nonprofits strategically plan major gift campaigns to reinvigorate their board members' support and involvement, increase their visibility, and expand their donor base.

Here are strategies to maximize the benefits your organization can gain from a major gift campaign:

### Reinvigorate your board

Conducting a campaign is a great way to identify new potential board members in order to attract new energy, fresh ideas, and additional resources to fulfill the organization's mission. A campaign is a perfect time to invite leaders in the community to become more familiar with what you do to change lives for the better.

### Increase your organization's visibility

Is your nonprofit well known and understood in the community? Use the campaign as tool to broaden your exposure by reaching out to community and business leaders and gain visibility in the news as you celebrate your successes. A campaign is a great springboard for community-wide conversations.

### Expand your donor base

An obvious benefit of a major gift campaign is identifying new donors. The appreciation and cultivation of these new donors should continue even after the campaign reaches its fundraising goals. Engaging these donors as annual givers, beyond the goals of the campaign, will help support the operations of your organization for the long term.

With the proper planning, leadership, support, and guidance, major gift campaigns can have a long-lasting impact beyond simply raising dollars. Donors want to invest to make a difference in the lives of others, positively affect the community, and build a legacy. A major gift campaign can help showcase the value and importance of investing in you.

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