

Raising Capital Sums

John Baguley

Director

International Fundraising Consultancy

WWW.IFC.TC



The Stages of a Capital Appeal

- Preparation
- Feasibility Study (inc case for support)
- Private Phase
- Public Phase
- Stewardship



Preparation

- Revenue plan
- Options analysis
- Architect's plan
- Planning permission



Feasibility Study

- “You may be ready to ask but are your donors ready to give?”
- Grant makers:
- Major donors:
- Companies etc:



Private Phase

- Case for support!
- Cultivation events...
- Chair of the Appeal.
- Private asks.



Public Phase

- Public launch
- Media
- Events
- Networking



Finishing the appeal



- **Going back to the first donors**
- **New donors**
- **Underwriting the appeal**
- **Recognition**

**The Future – Cultivate again &
Ask again**

Stewardship

- Thank promptly.
- Deliver on promises.
- Engage donors in your future.
- Cultivate again.
- Ask again.



RELATIONSHIPS

“A successful capital appeal is driven by passion and friendships”

THANK YOU!

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