

The Campaign Landscape in 2014

Headlines from the Campaign Front

- Pent-up community needs from the Great Recession have led to heavy campaign planning and activity across the nonprofit sector
- Collins Group working with 45 campaigns from \$1M – \$500M
- Trend is toward special philanthropic campaigns vs. capital-only aka “bricks and mortar” campaigns – including program expansion funds, operating reserve, endowment, and other strategic initiatives that will grow mission impact and ensure long-term sustainability
- Matching challenges are an extremely effective strategy to inspire stretch gifts from both loyal and new donors
- Philanthropy is leveraging institutional and governmental support, and vice versa
- Success often depends on 2-3 early, “catalytic” lead gifts; typically 50% of goal comes from 10 – 12 donors

Headlines from the Overall Donor Landscape

- Individual giving was up in 2013 and still represents more than 85% of all philanthropy
- Corporate and foundation giving is flat, with most increases in foundation gifts coming from family foundations approached in the same way as individuals
- Donors are more likely to give, give again, and give more when approached by a peer
- Donors are more selective about the causes they support, giving the same amount or more, but to fewer organizations
- #1 reason donors stop giving is over-solicitation and/or a new solicitation before impact of previous gift has been communicated
- Specific constituencies:
 - Millennials (18 – 34) are a growing piece of the philanthropic pie—they seek involvement before giving
 - Women are more likely to give, to give more, and to give a higher percentage of their income

Headlines from Campaign Donors – an Investor’s Point of View

- Planning: They expect a campaign to be the outgrowth of a well-conceived, community-vetted strategic plan, a detailed business plan for sustaining increased operations and expanded programming through contributed and earned revenue, and a planning study supporting the strategy, timing, and goal
- Case for Support: They expect a campaign to leverage the overall reputation of an organization and to respond to unmet and urgent needs; they are also interested in how the campaign might promote partnerships to build efficiencies among organizations
- Leadership: They expect to see the board setting a standard of generosity of both time and resources, and “working” campaign steering committee members with a demonstrated passion for the mission and are willing to open doors and walk inside
- Giving Potential: Lead and major donors often already have the organization as one of their Top 3 philanthropic priorities; donors will make stretch commitments when they are ready
- Stewardship: They expect to be kept apprised of campaign successes and challenges along the way, and to understand the specific impact of their investments