Before You Launch

Five Questions for Your Camp's Leadership

A successful capital campaign begins before the first gift is requested. Use these questions to explore what your camp knows, what it assumes, and what it needs to learn.

01 **VISION**

Do we have a compelling, shared vision for what this investment will make possible?

Connect proposed projects to the experiences, relationships, and ministry they will support.

02 **FINANCIAL CAPACITY**

Do we understand our supporters' potential to make significant commitments?

The cost of the project and the amount your constituency can raise are different questions.

03 **DONOR RELATIONSHIPS**

Have we built relationships with those most likely to support our vision?

Look beyond mailing lists and affiliations to genuine engagement, trust, and connection.

04 **LEADERSHIP**

Is our board united and prepared to give and invite others to participate?

A campaign needs leaders who own the vision and are willing to help carry it forward.

05 **TIMING**

Is this the right moment, or would additional preparation strengthen our chances?

Urgency is important, but urgency and readiness are not the same thing.

Take the conversation home

What is one conversation your leadership needs to have before making a decision?

What is one practical next step you can take in the next 90 days?