



CAPITAL CAMPAIGNS

Baker Street Consulting Group (BSCG) specializes in designing and directing capital campaigns. We guide our nonprofit partner organizations through the entire campaign process, from project planning and implementation to successful conclusion.

Based upon recommendations developed in our feasibility studies, we counsel your organization on how best to prioritize, target and successfully approach donor prospects while building a comprehensive Capital Campaign Program. Once that base is established, we pinpoint key activities that can best maximize leadership-level gift commitments from your various constituencies. By carefully directing your gift requests, we work to secure financial commitments ranging from individuals and corporations to associations and foundations.

Our goal is to help each client partner articulate its vision and needs. Once those elements are determined, we help develop a compelling Case for Support and all other supportive campaign materials. Sound planning, comprehensive organization and, ultimately, results-oriented campaign implementation are integral parts of the BSCG campaign process.

How We Can Help

- Provide your organization with experienced campaign leadership and management, strategies, training and fundraising direction
- Develop a detailed campaign plan with specific activities, timetables, roles and responsibilities, revenue milestones and expected results
- Create strategies for leadership recruitment
- Direct staffing support to organize the campaign and ensure that all key-ingredients for campaign operations are properly in place and functioning according to the highest ethical and professional standards
- Assist with donor prospect identification, prioritization, strategy and moves management
- Coaching sessions with specific, tailored training on major gift solicitation and "How to Make an Ask"
- Guide the development and production of campaign collateral and promotional materials such as: the Case for Support, proposals, gift and leadership request letters, marketing strategies, brochures, gift and pledge documentation, training manuals, FAQs, Ways of Giving, Campaign Policies and Procedures Guide, and Naming Opportunities

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