



Conducting a Successful Capital Campaign: The New, Revised and Expanded Edition of the Leading Guide to Planning and Implementing a Capital Campaign

Kent E. Dove

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"This book is highly recommended for development professionals, as well as board members and administrators who believe that a few million can easily be raised by development personnel in their spare time."-National Society of Fund Raising Executives Journal on the 1st edition

Conducting a Successful Capital Campaign has been the definitive resource on capital campaigns for a decade. Now, in the long-awaited second edition of the best-selling guide, Kent Dove offers an updated and expanded blueprint for planning and managing a successful capital campaign. He not only gives authoritative guidance to every aspect of a capital campaign but also provides new discussions on such important topics as linking strategic planning to fundraising, conducting external market surveys, defining leadership roles, establishing a campaign and solicitation process, and more. Other enhancements include:

- * A dramatically expanded resource section that includes samples of a strategic plan, market surveys, case statements, financial reports, pledge forms, newsletters, program brochures, a complete volunteer kit, and a post-campaign evaluation
- * New chapters on technology in fundraising, leadership gifts, and developing lasting relationships with donors
- * Updated examples and real-world lessons from diverse organizations that have conducted their own capital campaigns
- * The Dove Preparedness Index (DPI), a unique measurement tool that helps organizations simply and accurately assess their readiness to embark on a capital campaign
- * The new Continuous Lifetime Giving Program Model, including an analytical and segmented marketing approach to its implementation
- * A modernized version of the 80/20 rule, addressing the size and number of gifts that are needed to conduct a successful capital campaign

Packed with checklists, formulas, and tables, Conducting a Successful Capital Campaign is sure to make difference in your capital campaign.

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