CAPTIAL CAMPAIGN TIMELINES

Here's a sample of observations about timelines and capital campaigns:

"Begin the campaign when you need to raise money and end it when the money is raised…however, if you are raising more than $500,000, you will probably run your campaign over two and possibly three years."
Kim Klein
Planning a Capital Campaign for Grassroots Groups

"Take the time to assess the feasibility of any campaign before you enter into it. Some organizations will be able to do this without engaging outside counsel. For others, a knowledgeable, effective consultant is absolutely what is needed. Take the time to figure out which way your organization should go. Once a feasibility study is completed, take the time to pay attention to what it tells you.

And finally, don't let time slip by between the completion of the study and the beginning of the campaign. In the end, a feasibility study is about whether the time is right to enter into a campaign."
Tony Poderis, Fundraising Forum

One Snapshot of a 26 Month Campaign	Months
Plan Campaign	1-5
Organize Campaign	5-11
Begin Campaign Work	12-19
Conduct Quiet or Big Gift Phase	15-22
Conduct Noisy or Public Phase	20-24
Conclude Campaign/Celebrate	24-26

Other observations:
The **active phase** of a capital campaign will take about 18 months, though some are shorter and others longer.

Higher goals will take longer than smaller campaigns, but the correlation isn't invariable. That is, it won't necessarily take 4 times longer to raise $4 million than it does to raise $1 million, since the number of donors isn't your driving factor.

A $1 million campaign typically takes less than 12 months.

Campaigns for $1-5 million might take between 15 months -2 years.

Campaigns for $5 - $25 million could take between 18 months- 30 months.

Campaigns for over $25 million are harder to categorize, but a timeline for a campaign of this size should be developed as part of a planning/study process.

Best Practices of Successful Campaigns

√ Early Planning
√ Reasonable Campaign Goal
√ Substantial Lead Gift
√ Discussions with Key Donors
√ Volunteer Involvement
√ Examination of Fundraising Environment

Goodman, Rogers, & Skinner