



MACINTYRE ASSOCIATES  
*partnering for mission*

## CAPITAL CAMPAIGN MANAGEMENT

Once you have determined that a capital campaign is “feasible” you need to determine how you are organized in order to:

1. Secure the funding you need to achieve your goal;
2. Involve your constituents personally in developing the resources necessary for success;
3. Enhance the community’s and potential donor’s appreciation for your organization, your mission and your value.

A MacIntyre Associates capital campaign manager can:

- Create an appropriate campaign plan and budget;
- Develop viable and effective case statements and proposals;
- Structure the recruitment of volunteer campaign leadership;
- Establish processes for receiving, tracking and accurately acknowledging contributions;
- Train and assist campaign leaders in volunteer recruitment and solicitation of significant gifts;
- Generate effective publicity, promotion and cultivation to increase the interest of prospective donors.

### Our Result

For the last 37 years, MacIntyre Associates has successfully helped Delaware Valley nonprofits in setting, meeting and even surpassing their financial goals. For campaign efforts that our firm has both assessed and managed, 90% of our clients have reached or exceeded their fundraising goals. Ultimately, we will leave you in a stronger position to support yourself.

### Call Us

We’d be happy to talk with you about your goals and needs and our approach. We look forward to hearing from you.

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