



Campaign Feasibility Study Report for Girl Scouts of Western Ohio

Presented by Skystone Partners

May 2018



The Study Assignment

- Measure the community interest in a major fundraising campaign to realize camp renovations and the development of STEM programming
- Determine the attainability of a \$6 million goal
- Recommend the next steps to be taken in planning for a major campaign

Factors that Affect Fundraising Success

- Respect for GSWO's purpose and mission
- Confidence in Leaders
- Strong Case for Support
- Sufficient Financial Potential
- Willingness to Give
- Willingness to Work

The Study Process

- Internal analysis of GSWO's fundraising practices
- Confidential interviews with individuals across GSWO constituencies

The Study Process

27 interviews with:

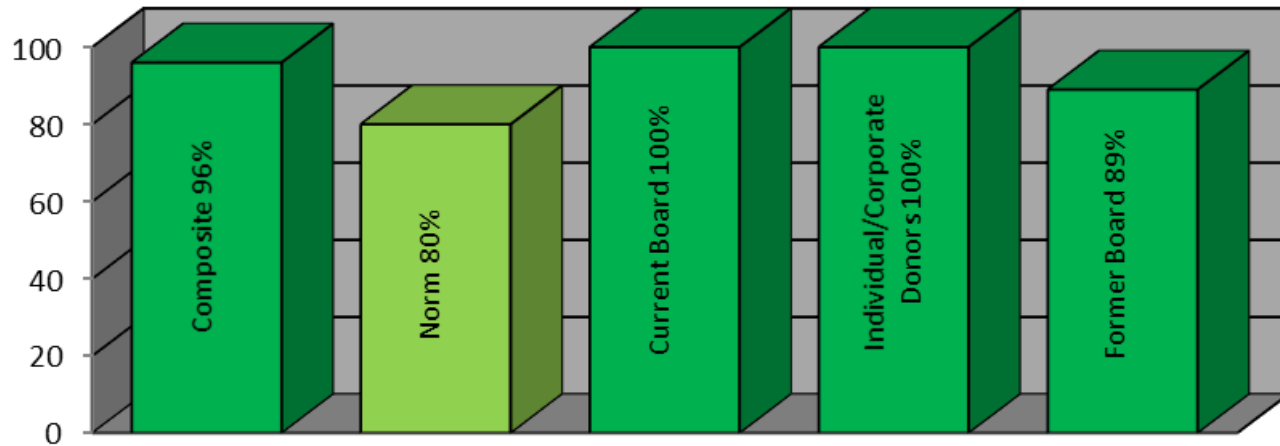
- Current Board Members
- Individual/Corporate Donors
- Former Board Members

The Interview Questions

	NORM
1. Respect for GSWO	80%
2. Board Leadership	80%
3. CEO Leadership	80%
4. Development Office	80%
5. Urgent & genuine need	80%
6. Approval of proposed campaign	80%
7. Agreement with \$6M goal	80%
8. Top gifts attainable	80%
9. Willingness to give	75%
10. Willingness to work	60%
11. Overall interest in the project	80%

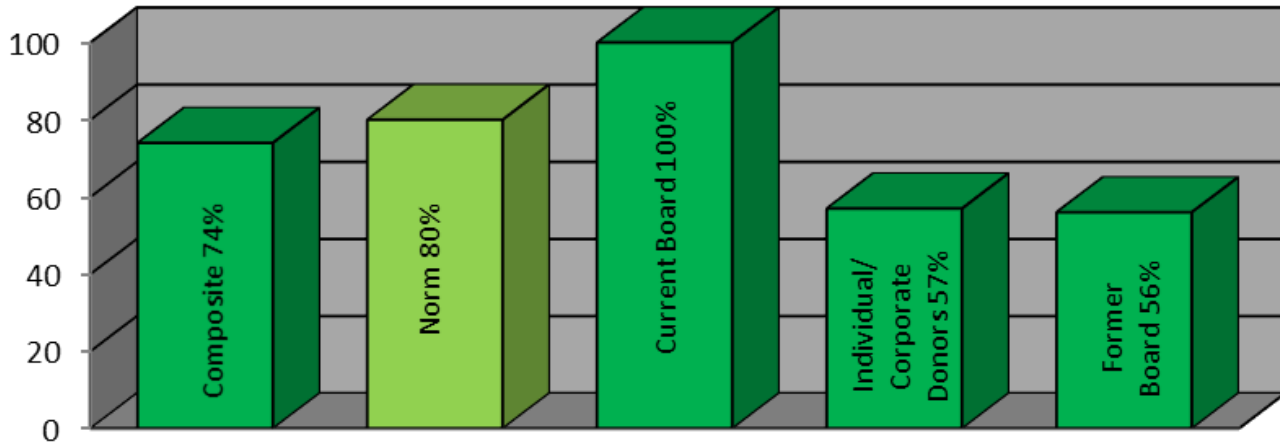
General Attitude Toward GSWO

Committed/Approving



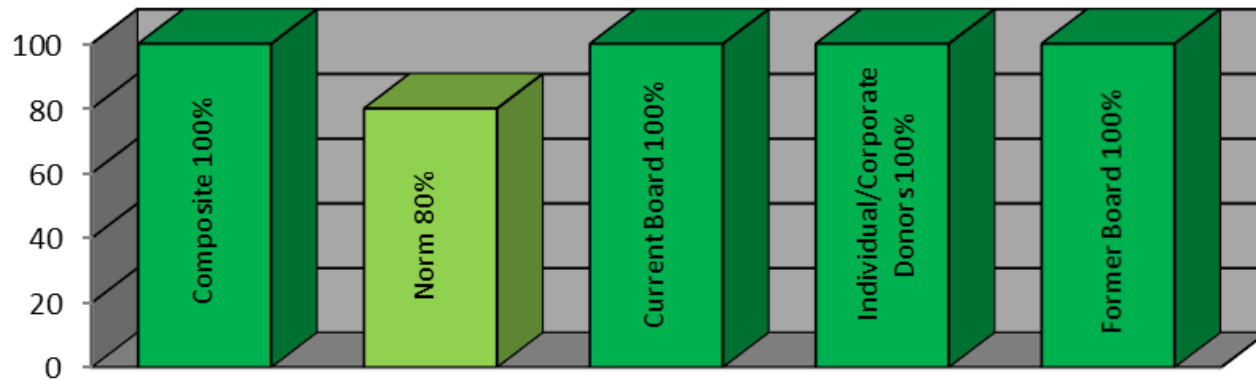
General Attitude Toward GSWO's Board Leadership

Favors



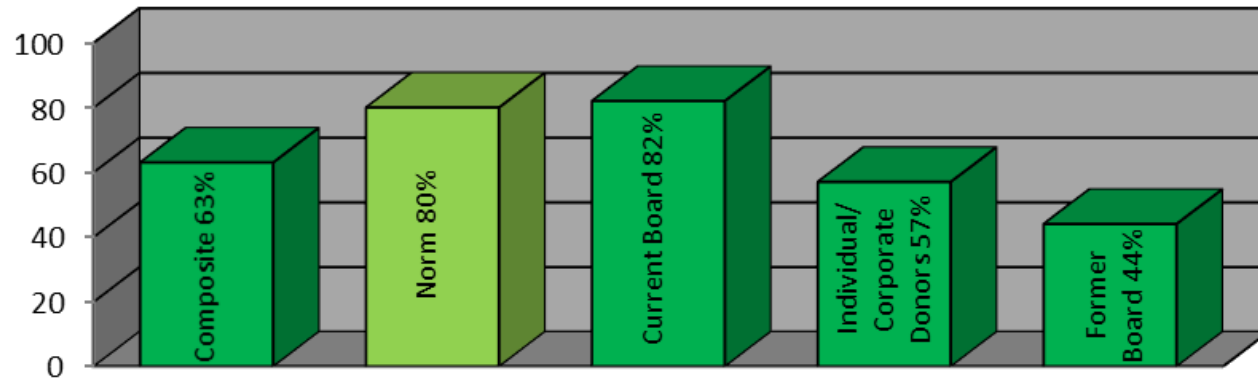
General Attitude Toward GSWO's CEO

Favors



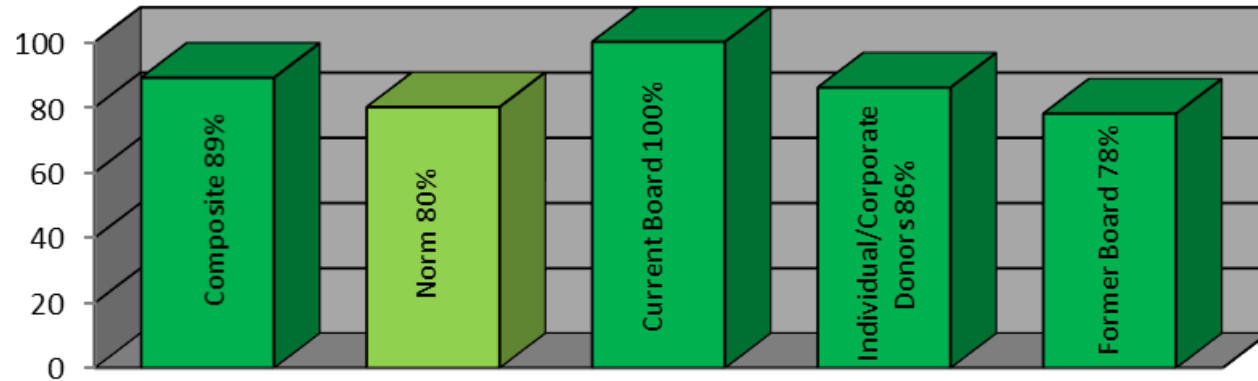
General Attitude Toward GSWO's Development Office

Favors



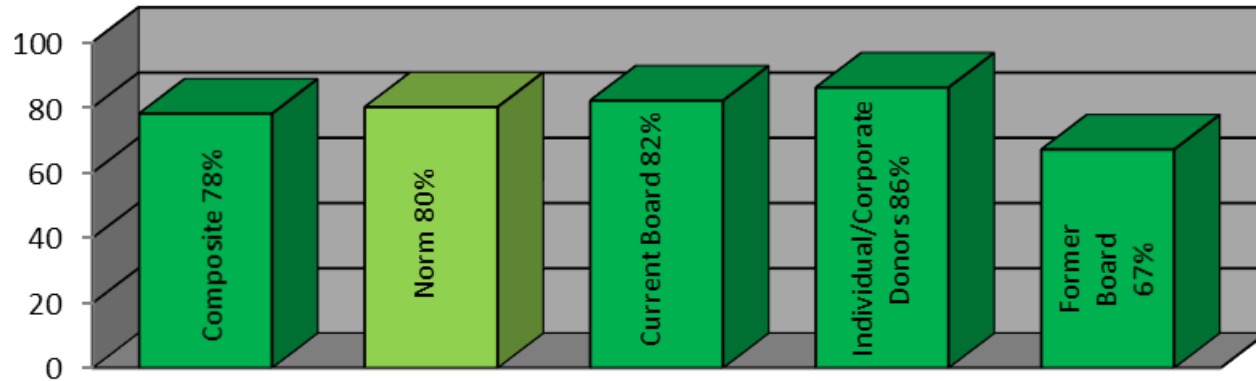
Recognize the Need for the Campaign

Recognize Need



Approve of the Proposed Funding Objectives

Favors





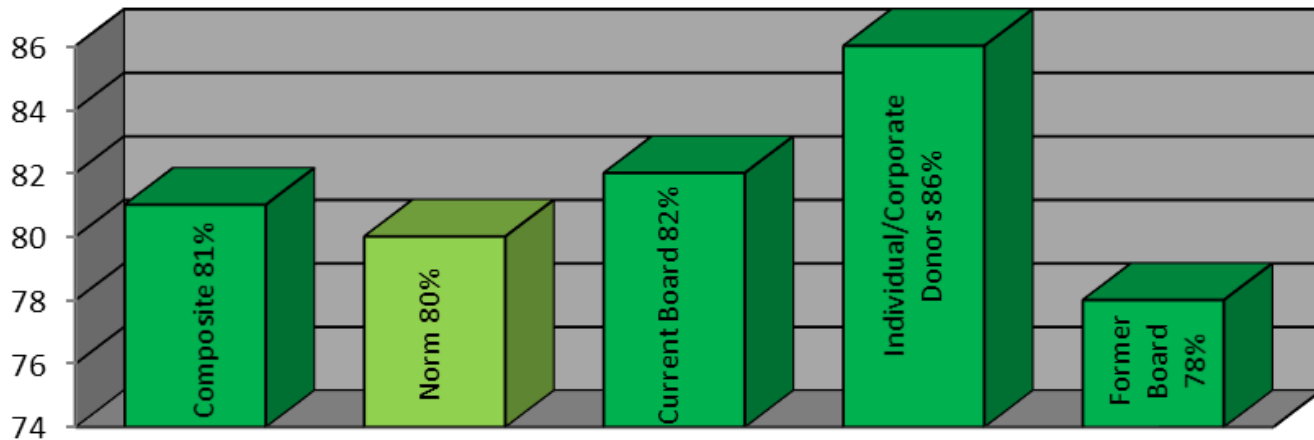
Proposed Camp Improvement Cost Estimates

Camp Whip Poor Will	\$2,275,000
Camp Stonybrook	\$1,500,000
Camp Butterworth	\$1,025,000
Camp Libbey	\$1,200,000
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TOTAL	\$6,000,000



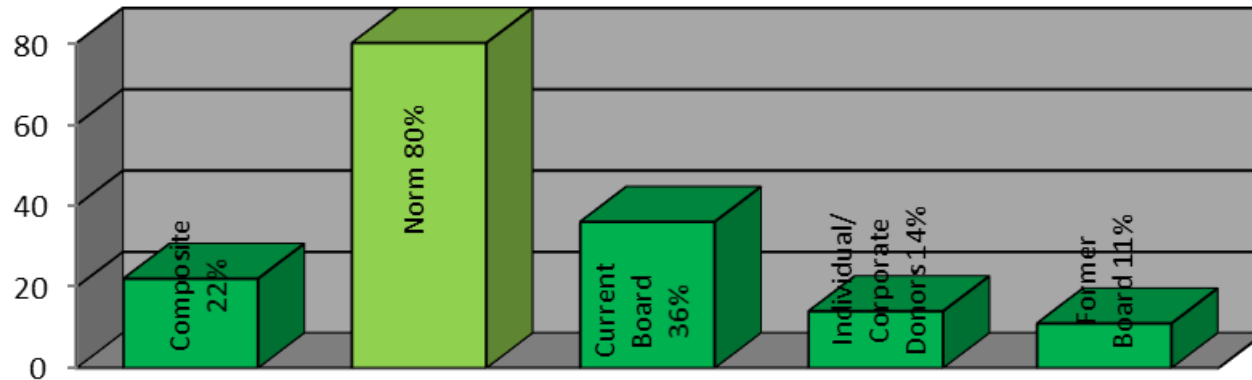
Agree with the Proposed \$6 Million Goal

Agree/Higher Goal



Are the Gifts from Top of Charts Attainable?

Gifts from the Top





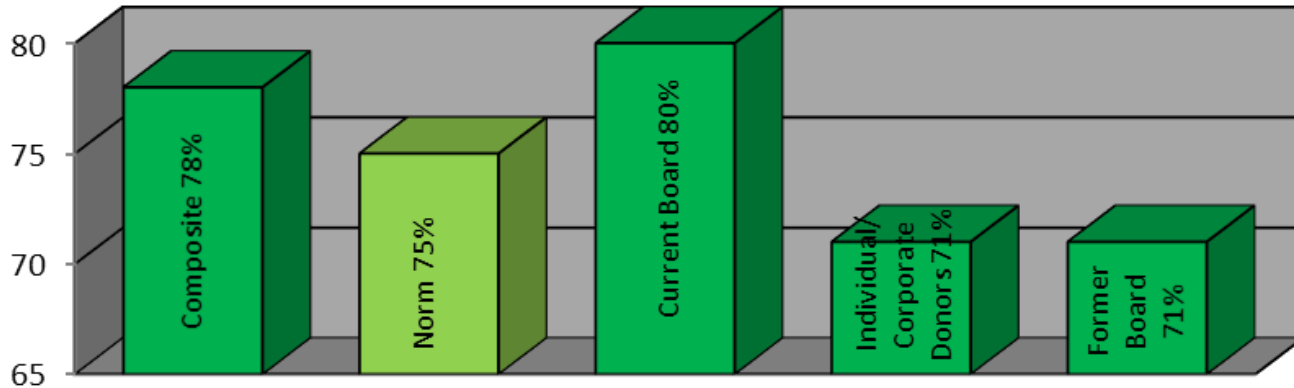
Pattern of Gifts Necessary to Raise \$6 million - \$750,000 Lead Gift

	Number of Gifts	In the Range of	Totaling
Leadership Gifts			
	1	750,000	750,000
	1	500,000	500,000
	3	250,000	750,000
	10	100,000	1,000,000
	15		3,000,000
Major Gifts			
	15	50,000	750,000
	20	25,000	500,000
	50	10,000	500,000
	50	5,000	250,000
	135		2,000,000
General Gifts			
	200	3,000	600,000
	400	1,000	400,000
	600		1,000,000
TOTAL	750		6,000,000



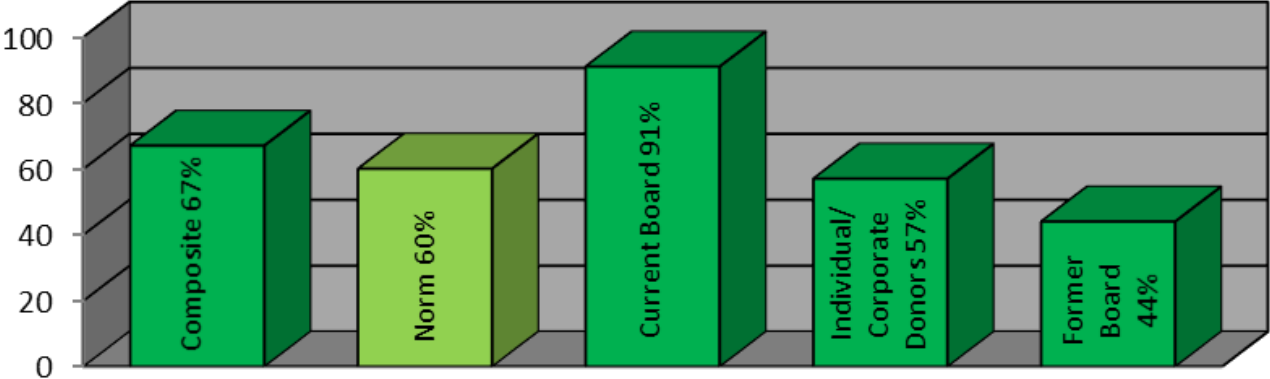
Interviewee – will they contribute?

Contribute to Campaign



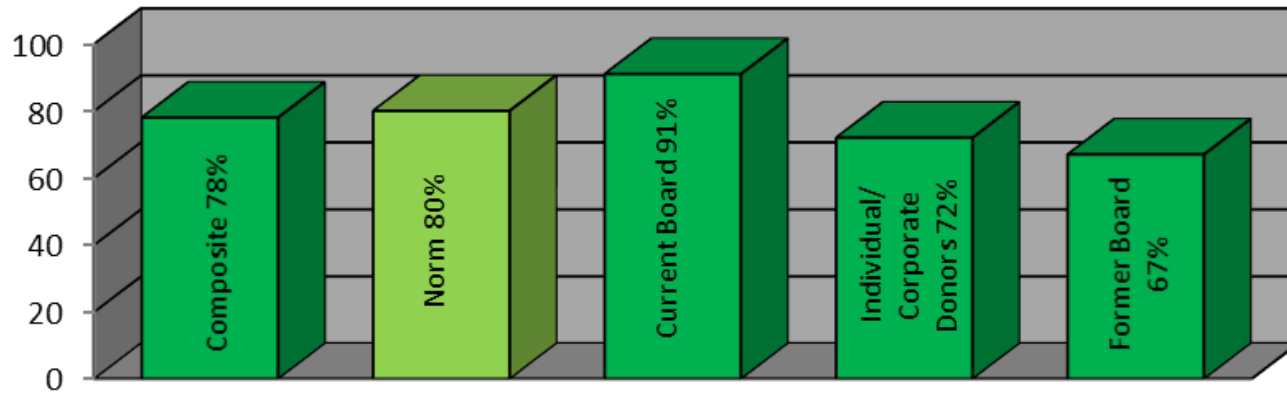
Will They Work on the Campaign as a Volunteer?

Will work on Campaign

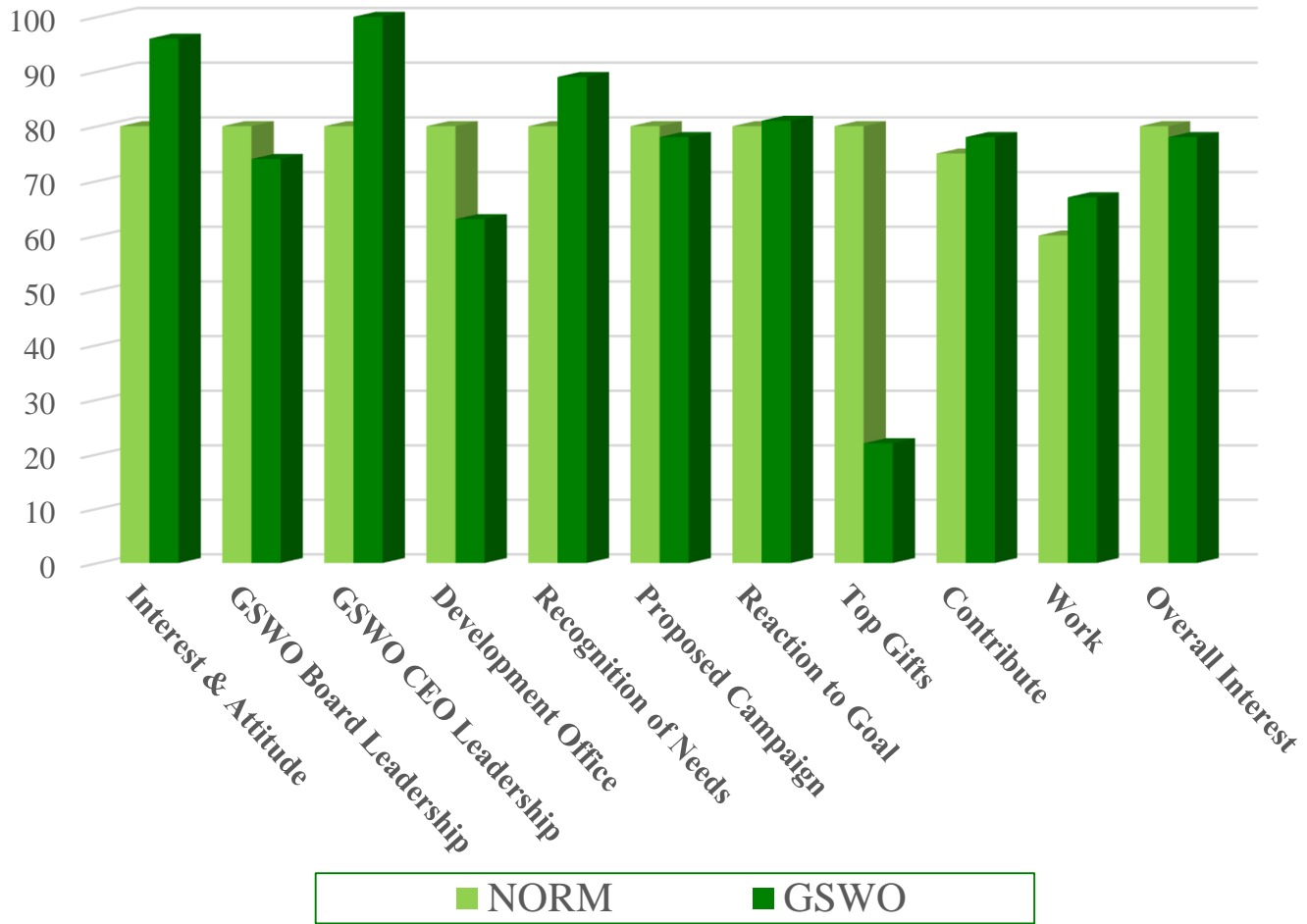


Overall Attitude Toward a Major Campaign

Warm/Receptive



Summary - 11 Key Questions



Considerations for Setting a Campaign Goal

- Need
- Previous Campaign Results
- Annual Giving Receipts
- What is Counted Toward Campaign Goal
- Comparable Campaigns
- Leadership Prospect Ratings



Summary of Analysis of Fundraising Potential

Skystone Partners recommends a goal of \$6 million to be both reachable and attaining, provided that GSWO conducts a closely-managed campaign preparation phase.



Recommendations

- Begin a ten-month **Campaign Preparation Phase** from June 2018 to March 2019
- **Implement Campaign Activities** beginning April 2019

Campaign Preparation Phase

1. Embrace campaign as an opportunity to grow stature and skills of development staff and board
2. Present this plan for adoption by board
3. Update gift acceptance policies
4. Finalize campaign cost estimates

Campaign Preparation Phase

5. Finalize design of camp improvements
6. Improve access to accurate donor data
7. Conduct rating and screening sessions
8. Assign and balance prospect portfolios
9. Appropriately staff and train development office

Campaign Preparation Phase

10. Assign fundraising metrics to staff
11. Implement robust qualification and cultivation effort

Campaign Implementation Phase

1. Recruit campaign leadership and begin “quiet phase” of campaign
2. Recruit and train Board Giving committee
3. Develop campaign collateral and Board Giving phase

Campaign Implementation Phase

4. Organize sequential solicitation phases by constituency group
5. Conduct solicitation phases for leadership, corporate/foundation, and major gifts followed by public phase
6. Focus on person-to-person solicitations

Immediate Next Steps

1. Board adoption of report recommendations
2. Begin ten-month Campaign Preparation Phase



Thank You!

