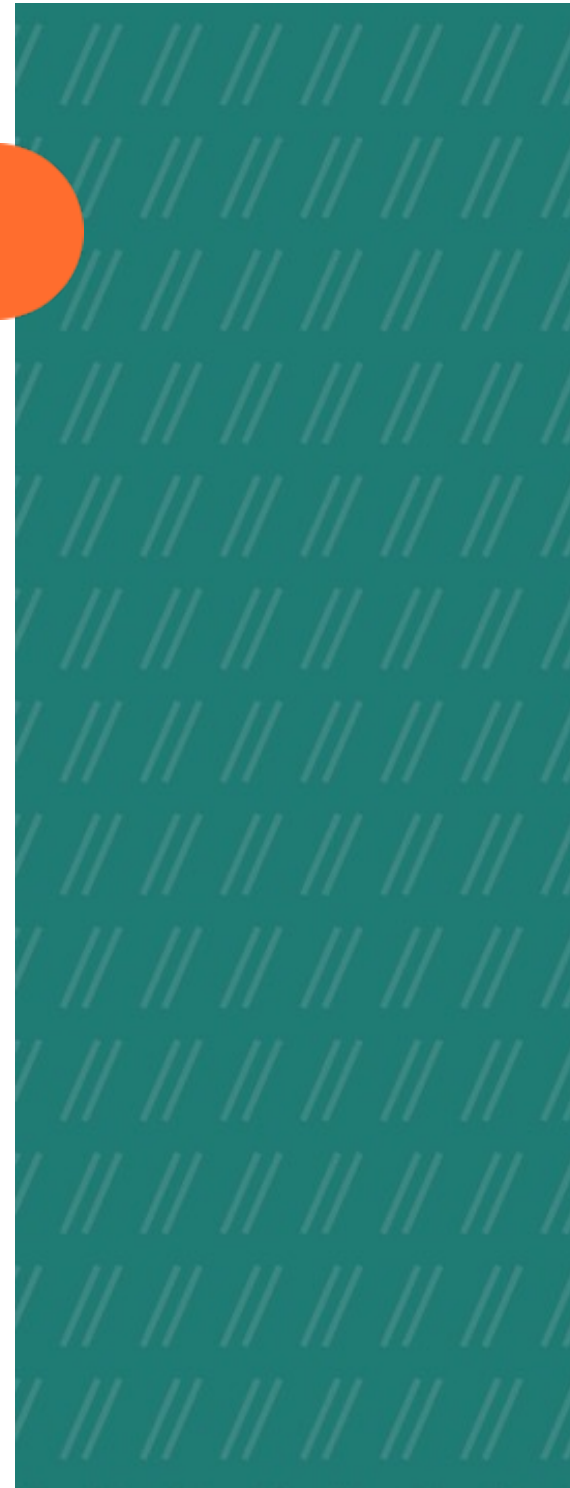


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# Ballet Des Moines

## Campaign Best Practices



# Content

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01.  
Campaign Roles

02.  
Process

03.  
Getting Started





## Committee Role

- Provide leadership & guidance to ensure campaign success
- Approve policies and guidelines
- Provide public persona for Ballet Des Moines campaign
- Provide/generate prospect names
- Open doors and solicit major gifts (4 – 8 calls)
- Make a personal gift to the campaign



## ISC Role

Your behind-the-scenes support

- Campaign structure
- Assists in campaign materials
- Creates grant calendar and assists with grants
- Guides prospect development
- Provides coaching on strategy
- Coaches to stay on timeline
- Facilitates meetings
- Provides insight & advice on donor approach

# Components of Campaign Success

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- A compelling case
- Careful campaign preparation
- Sound policies and structure
- Strong and thorough prospect identification
- Strategies specific to each constituency
- Sound volunteer leadership



Process

## 5 Fundamental Principles

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1. Sequential solicitation: top-down & inside-out
2. Volunteer leadership
3. Face-to-face solicitation
4. Multi-year pledges
5. Reliance on lead gifts



Process



# Campaign Phases

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**Planning Phase:** Putting the building blocks in place

**Leadership & Major Gifts Phase:** Quiet phase, 1:1 calls

**Special Gifts Phase:** Personal calls, small mailing

**Public Phase:** Large mailing, community activities

Process

## Timeline

# Ballet Des Moines Phases

## PLANNING PHASE

- August – September 2023

## LEADERSHIP & MAJOR GIFTS PHASE

- September – December 2023

## SPECIAL GIFTS PHASE

- TBD

## PUBLIC PHASE

- TBD

## CELEBRATION / GRAND OPENING

- Mid-2024





## Ballet Des Moines Assessment

- 3 lead gifts already secured
- Strong leadership
- Compelling case for support
- Tight timeline



## Getting Started

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- Case for Support
- FAQs
- Policies
- Naming Guidelines
- Prospect Lists & Donor Research
- Donor Cultivation

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Thank You

Questions?

