



NATIONAL  
**CAPITAL  
CAMPAIGN** SUMMIT  
2010

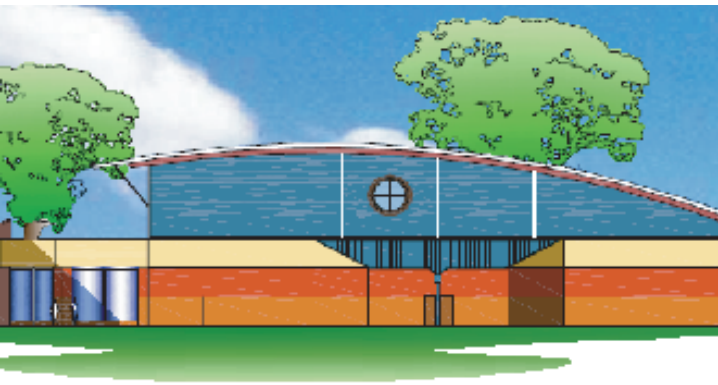
## AUCKLAND

Tuesday 5 October  
7.15am - 9.30pm  
Stamford Plaza  
22 Albert Street  
Auckland Central

Participants limited to the first 30 pre-approved applications.  
The inaugural National Capital Campaign Summit is being hosted by Xponential Philanthropy,  
winner of 2010, 2009 and 2008 National Awards for Excellence.

# THE PROGRAM

7.15am	<b>Session 1</b> Working Plated Breakfast Foundations	<ul style="list-style-type: none"><li>• 3 case studies</li><li>• Critical success factors</li><li>• Science, art, practitioner</li></ul>
8.45am	<b>Session 2</b> Science of a capital campaign	<ul style="list-style-type: none"><li>• Strategy, process, fundamentals</li><li>• Feasibility study</li><li>• Gift charts, scenarios, variations</li><li>• Case, tools</li><li>• Activity schedule, process, timeline</li><li>• Donor pipeline, resource matrix</li><li>• Enlistment of campaign advocates</li><li>• Solicitation of donors</li></ul>
10.45am	<b>Morning Tea</b>	<ul style="list-style-type: none"><li>• Refreshments</li><li>• Networking</li></ul>
11.15am	<b>Session 3</b> Market segment - lifeblood of capital campaigns	<ul style="list-style-type: none"><li>• Prospecting, where do you start</li><li>• Researching, profiling</li><li>• Evaluating prospects</li><li>• Linking prospects to a campaign</li><li>• Prioritising and discarding</li><li>• Enlisting advocates and donors</li></ul>
1.00pm	<b>Buffet Lunch</b>	<ul style="list-style-type: none"><li>• Networking</li></ul>
1.45pm	<b>Session 4</b> Art of capital fundraising	<ul style="list-style-type: none"><li>• The artist and their palette</li><li>• Innovation v unchanging principles</li><li>• Asking for the big gift</li><li>• Role plays</li></ul>
3.30pm	<b>Afternoon tea</b>	<ul style="list-style-type: none"><li>• Refreshments</li><li>• Networking</li></ul>
4.00pm	<b>Session 5</b> Workshop Develop the capital campaign	<ul style="list-style-type: none"><li>• 4 capital campaign scenarios</li><li>• Teams of 6-8 people</li><li>• Focussed planning around pre-defined capital campaign elements</li><li>• Design an effective campaign case</li><li>• Enlist leadership and advocates</li><li>• Setting up top four donor asks</li></ul>
6.00pm	<b>Break</b>	<ul style="list-style-type: none"><li>• Catch your breath</li><li>• Catch up on messages</li></ul>
7.00pm	<b>Session 6</b> 3 Course Working Dinner Present your capital campaign	<ul style="list-style-type: none"><li>• 20 mins per team</li><li>• 20 mins panel critique</li><li>• Announcement of winner</li><li>• Conclude at 9.30pm</li></ul>



## LEARNING OUTCOMES

This is a summit of like-minded professionals seeking to extend their knowledge and experience of successful capital campaign strategies and tactics. It is not a Conference, it is not a seminar. Papers will not be presented. It is a forum for bringing together professionals with an expectation to contribute to the Summit, to challenge assumptions and processes and to discuss the application and running of successful 21C capital campaigns. Facilitators will present brief tools, case studies and campaign fundamentals for discussion and debate.

Each participant in the National Capital Campaign Summit will leave having: either reinforced their capital campaign experience; learnt new campaign techniques; modifications of process and/or new campaign tools; had the chance to test their own theories and applications with industry peers; as well as listened and learnt from fellow participants including their experiences.

## WHAT YOU WILL RECEIVE

14 hours of working with some of the nation's leading capital campaign and fundraising practitioners, learning, questioning and applying the principles.

Workbook with Summit notes and capital campaign templates on paper and USB sticks, your notes.

List of participants and contact details.

Plated breakfast, lunch and 3 course dinner, morning and afternoon tea.

Opportunity to network with some of the industry's leading practitioners who will be attending.

Forum in which to bring your campaign knowledge and experience with a chance to test it, refine it, share it.

## SUBMIT A SCENARIO

Should you have a capital campaign scenario that could be a useful exercise for the Workshop component, please feel free to submit a 100 word synopsis.

## WHO SHOULD ATTEND

Capital Campaign Directors and Managers

Capital Campaign Consultants

Fundraising Directors and Managers

CEO's of not-for-profit organisations

CFRE's with capital campaign experience

Experienced fundraisers looking to run a capital campaign

The National Capital Campaign Summit will be intensive, interactive and inspiring. Its success is dependent upon the ability for experienced fundraising practitioners to discuss, debate, and challenge each other and by doing so lift the intellectual rigour of the experience. The organisers reserve the right to accept only participants who have run capital campaigns, are contemplating undertaking a capital campaign, or who have at least five years of fundraising experience including big gifts. All participants will be pre-approved

## INVESTMENT AND VENUE

\$550 Including GST

STAMFORD PLAZA

22 Albert St

Auckland Central

(09) 309 8888

(Should you prefer to stay overnight prior to the early start please contact Stamford Plaza. This would be an additional expense.)

[CLICK HERE TO REGISTER YOUR INTEREST ONLINE](#)

Alternatively, visit [www.capitalcampaign.co.nz](http://www.capitalcampaign.co.nz)

