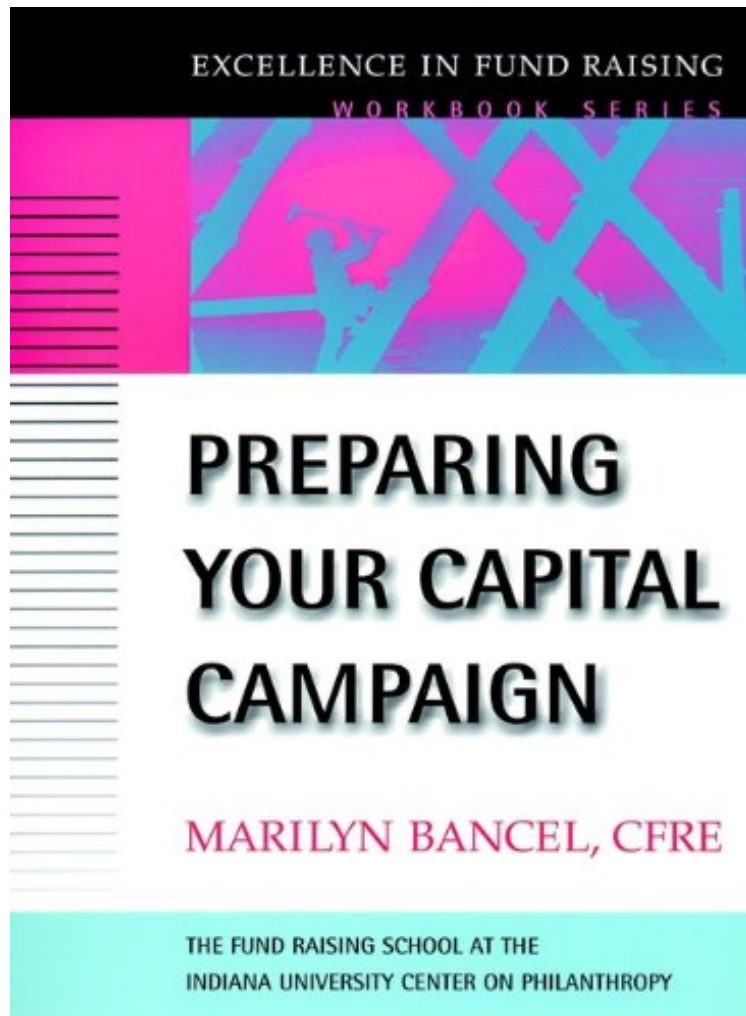


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"Marilyn Bancel has written a highly accessible, readable guide to a very complex process, which is no mean feat. Even if you have been through a capital campaign before and think you're ready--and especially if you're new to the capital campaign process--read it! Preparing Your Capital Campaign provides valuable insights and practical planning tools that will bolster your capacity to take on a campaign's challenge." --Clara Miller, president, Nonprofit Finance Fund In this hands-on workbook, fund raising expert Marilyn Bancel shows you how to prepare your organization to embark on a successful capital campaign, detailing each step that must be taken before the launch. Preparing Your Capital Campaign--part of the Excellence in Fund Raising Workbook Series--breaks down the preparation stage into practical, manageable parts, outlining in straightforward language such essentials as creating a campaign timetable, setting up the campaign committee, determining a campaign goal, and getting the whole organization ready for a fund raising drive. Packed with useful resources, this nuts-and-bolts workbook includes a campaign skills checklist, strategies for estimating fund raising costs, a sample campaign budget, and a list of Web sites tailored to the specific needs of fund raisers. If you are brand-new to fund raising, the book offers a concise introductory chapter that lays out the basics and answers the key questions about capital campaigns. More experienced fund raisers will benefit from a wealth of reminders for avoiding common mistakes and a framework for staying focused on the factors that are most important for success. Preparing Your Capital Campaign will show you how to make the most of this critical fund raising strategy.

"Marilyn Bancel has written a highly accessible, readable guide to a very complex process, which is no mean feat. Even if you have been through a capital campaign before and think you're ready--and especially if you're new to the capital campaign process--read it! Preparing Your Capital Campaign provides valuable insights and practical planning tools that will bolster your capacity to take on a campaign's challenge." (Clara Miller, president, Nonprofit Finance Fund) "This handy guide is chock full of useful information ready-made for immediate application. I will heartily recommend it to all my clients as a valuable resource that will expedite their learning curve." (Leo P. Arnoult, president, Arnoult Associates Inc., board member, the American Association of Fund-Raising Counsel, and secretary, AAFRC's Trust for Philanthropy) "A boon to anyone considering a capital campaign. Bancel expertly transforms a complicated process into an easy-to-understand step-by-step model for success. The reader is gently but firmly guided to look deeply into the organization's strengths, weaknesses, and overall readiness for the exciting challenges of planning a capital campaign." (Barbara Burgess, executive director, MidPeninsula HomeCare and Hospice Services, Mountain View, California) From the Inside Flap Proper preparation is critical to the success of any capital campaign. In this hands-on workbook, fundraising expert Marilyn Bancel shows you how to prepare your organization to embark on a successful capital campaign, detailing each step that must be taken before the launch. Preparing Your Capital Campaign--part of the Excellence in Fund Raising Workbook Series--breaks down the preparation stage into practical, manageable parts, outlining in straightforward language such essentials as creating a campaign timetable, setting up the campaign committee, determining a campaign goal, and getting the whole organization ready for a fundraising drive. Packed with useful resources, this nuts and bolts workbook includes a campaign skills checklist, strategies for estimating fundraising costs, a sample campaign budget, and a list of Web sites tailored to the specific needs of fundraisers. If you are brand-new to fundraising, the book offers a concise introductory chapter that lays out the basics and answers the key questions about capital campaigns. More experienced fund raisers will benefit from a wealth of reminders for avoiding common mistakes and a framework for staying focused on the factors that are most important for success. About the Author MARILYN BANCEL, CFRE, is vice president of the Oram Group, Inc., a national fund raising and nonprofit consulting firm serving philanthropic organizations since 1940. In addition to consulting, she is adjunct professor at the University of San Francisco's Institute of Nonprofit Management, where she teaches Capital Campaigns and Major Gifts. She frequently conducts fundraising seminars and conference workshops, and is the recipient of the Hank Rosso Outstanding Fundraising Executive Award, 2002.