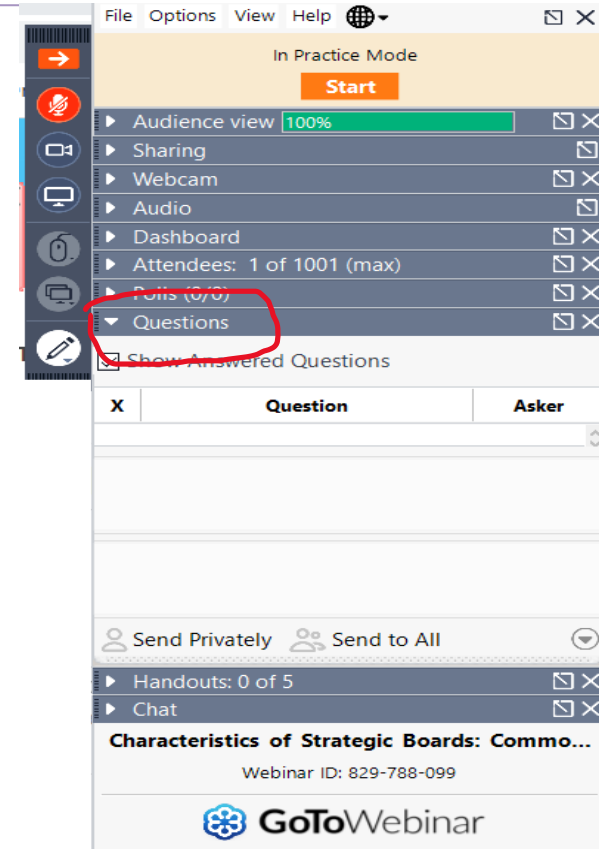


Assessing Board and Foundation Readiness for Your Next Capital Campaign

AGB Foundations Consulting
December 1, 2022

Webinar Overview

- ❑ The webinar recording and PDF slides are emailed to you.
- ❑ Structure:
 - ❑ Insights from the panelist(s).
 - ❑ Audience Q&A
- ❑ Interaction: Your questions and comments are strongly encouraged. Please use the GTW control panel to send questions to us.



Issues to Be Explored

- ❑ How campaigns shape the work of foundation boards
- ❑ Ensuring strategic alignment of the campaign with institution priorities
- ❑ Assessing board readiness for campaign leadership
- ❑ Understanding the operational capacity and readiness of your advancement program and determining needed investments
- ❑ Campaign goals and benchmarking success

Our Panel



David Bass

Executive Director,
Philanthropic
Governance
AGB



Jane DiFolco Parker

Senior Consultant
AGB Consulting



Mike Goodwin

Senior Consultant
AGB Consulting



Chris Moloney

Senior Director
AGB Consulting

Questions to Ask About: The Institution's Focus and Priorities

Does the institution have a clear strategic plan and priorities?

Are campaign priorities and goals closely aligned with the institution's strategic plan?

Does the plan reflect the input and commitment of faculty?

Are the mission and vision properly aimed at maximizing institutional strengths? And what are our weaknesses?

Are the goals sufficiently inspiring to motivate ambitious donors?

Are the goals feasible and do we have the resources to achieve them?

Questions to ask about: Advancement Capacity

What does our ongoing fundraising activity tell us about our campaign goals and priorities?

Are there specific areas that we need to strengthen in advance of or during the campaign?

What lessons did we learn from previous campaigns that inform our plans for the current campaign?

Do we have the infrastructure and the research tools in place to support an accelerated fundraising effort?

Do we have the right number of fundraisers and right set of skills to achieve the campaign goal?

Did we complete a feasibility study and, if so, what were the key findings?

Questions to ask about: Board and Philanthropic Leadership

Who among our institutional leaders will be actively involved in the campaign and are they prepared to devote the necessary time?

What volunteer structures will support the campaign and who will serve in the key volunteer leadership roles?

What commitment are we as board members expected and prepared to make in support of the campaign?

Does the board encompass the spectrum of relationships and capacities necessary to achieve our campaign goals?

Does board structure and focus need to be adapted to support the campaign?

Questions to ask about: Campaign Objectives

Will the campaign have real, tangible impact on our mission?

What percentage of fundraising priorities tied to the institutional strategic plan are likely to be funded by the end of the campaign?

What percentage of total funds raised will result in enhanced institutional capacity building?

What is the ratio between the value the campaign will add to long-term institutional resiliency and total campaign costs?

Will the campaign set the stage for increased fundraising productivity in the future?

Q&A DISCUSSION

Thank you for your engagement!

Additional Resources

- [Register for the 2023 AGB Foundation Leadership Forum](#)
 - San Antonio, TX January 29-31, 2023
- [Fundraising Campaigns in Higher Education: A Practical Guide for Governing and Foundation Boards](#)
- [The Board's Role in Fundraising](#)
- [AGB Board of Directors' Statement on Institution-Foundation Partnerships](#)
- [New Realities for Public Higher Education Foundations](#)
- [AGB Consulting](#) – More resources and support!

