How to Run a Successful Land Acquisition Campaign

2018 Connecticut Land Conservation Conference
Introduction
Guiding Principles of a Successful Campaign

- Major Challenge
- Extraordinary Undertaking
- Campaign Atmosphere
- Committed Leadership
- New Support
- Specific Gift Requests
- Appropriate Solicitors – Trained Volunteers
- Reporting
- Continual Plan Revitalization
Structuring the Campaign
Campaign Management

- Day-to-day leadership of the campaign and/or
- Campaign Counsel
Case for Support

- The perceived importance of the project
- The rationale for support
- Branding and messaging
Table of Gifts

- Gift Table
- Leadership and Major Gifts
- Special Gifts
- Gift Acceptance Policy and Procedures
- Bridge Funding
Campaign Feasibility Study
Yes, to test—

- General Perceptions
- Reaction to Campaign Messages
- Personal Willingness to Engage as a Volunteer and/or Donor
- Suggested Strategies
No, because—

- Timing doesn’t permit it
- Funding
The Components of a Feasibility Study

- Interview Request Letter
- Draft Background Statement
- List of Interview Candidates
- Questionnaire
- Table of Gifts
Leadership Role and Responsibilities

- Job Description
- Time Commitment
- Identifying Chair or Co-Chairs
Prospect Development

• Identification
• Evaluation
• Cultivation
• Solicitation
• Follow-up
Campaign Communications
Campaign Materials

A. Case Statement
B. Gift Proposal
C. Campaign Updates
D. Fact Sheet
E. Question & Answer Brochure
F. Maps & Photos
Events and Cultivation Activities

A. Educational Events and Receptions
B. Tours
Public Relations

- Press Releases
- Campaign Newsletter
- Bumper Stickers
Questions