

# How to Run a Successful Land Acquisition Campaign

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2018 Connecticut Land Conservation Conference



NEW ENGLAND  
**FORESTRY**  
FOUNDATION

# Introduction

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# Guiding Principles of a Successful Campaign

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



# Structuring the Campaign

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# Campaign Management

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



# Case for Support

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

# Table of Gifts

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- Gift Table
- Leadership and Major Gifts
- Special Gifts
- Gift Acceptance Policy and Procedures
- Bridge Funding



# Campaign Feasibility Study

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# Yes, to test—

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- General Perceptions
- Reaction to Campaign Messages
- Personal Willingness to Engage as a Volunteer and/or Donor
- Suggested Strategies

# No, because—

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- Timing doesn't permit it
- Funding



# The Components of a Feasibility Study

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- Interview Request Letter
- Draft Background Statement
- List of Interview Candidates
- Questionnaire
- Table of Gifts



# Leadership Role and Responsibilities

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



# Prospect Development

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- Identification
- Evaluation
- Cultivation
- Solicitation
- Follow-up

# Campaign Communications

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# Campaign Materials

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

# Events and Cultivation Activities

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- A. Educational Events and Receptions
- B. Tours





# Public Relations

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- Press Releases
- Campaign Newsletter
- Bumper Stickers



# Questions

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