

Fundraising Intelligence: The Importance of Capital Campaign Communications

Presented by:

Sarah Durham, President, Big Duck

Sevil Miyhandar, Corporate Vice President and
Managing Director, CCS

Tuesday, March 17, 2015| 1:00-2:00pm



Fundraising • Development Services • Strategic Consulting

Presentation Team



Sarah Durham, President, Big Duck

Sarah Durham started Big Duck in 1994 to help nonprofits increase their visibility, raise money, and achieve their missions. Today, Big Duck is the leading communications firm that works exclusively with nonprofits to help them raise money, recruit, and build awareness. Clients include local, regional, national, and international organizations. She serves on the boards of the National Brain Tumor Society and the New York Chapter of the Association of Fundraising Professionals (AFP) and is a 2015 International Fundraising Congress (IFC) Master Class presenter. She regularly gives workshops and webinars to anyone who'll listen. Sarah tweets @BigDuckSarah; please join her in conversation there.



Sevil Miyhandar, Corporate Vice President and Managing Director, CCS

Sevil Miyhandar joined CCS in 1999 and currently serves as Corporate Vice President and Managing Director of the firm. She has experience working with non-governmental and international organizations, science research institutions, hospitals, social service organizations, and national advocacy groups. Sevil has a degree in Political Studies from Bard College (B.A.) and also studied at the University of the Western Cape in South Africa. She currently resides in Brooklyn, New York. In her spare time she plays soccer and trains as an amateur boxer.

Today's Presentation

- Campaign Fundamentals
- Campaign Communications and Branding: What's Different?
- Case Considerations
- Branding Considerations
- Campaign Communications & Messaging
- The Creative Process
- Case Studies
- Checklist for Great Creative

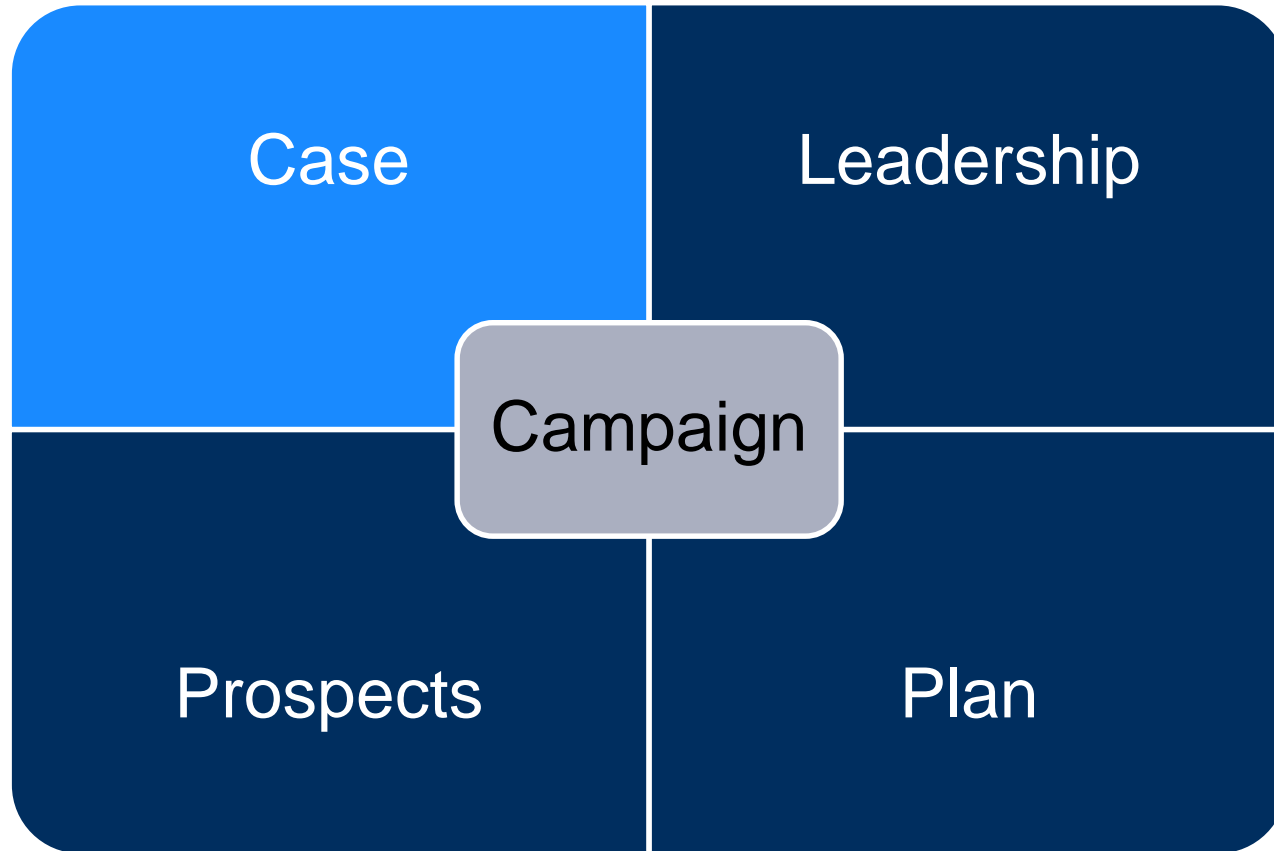
Audience Poll

- What is your organization's current campaign status?
 - ☐ No campaign
 - ☐ Considering campaign
 - ☐ Planning phase
 - ☐ Active campaign
 - ☐ Recently completed



CAMPAIGN FUNDAMENTALS

Pillars of Campaign Success



CAMPAIGN COMMUNICATIONS AND BRANDING: WHAT'S DIFFERENT?

Campaign Communications: What's

**“Transformational”
Giving**

**Encouraging Stretch
Gifts**

More Focused Asks

Campaign Branding: What's Different?

Highlight unique opportunities

Relate to the “mother brand”

Provide a new perception

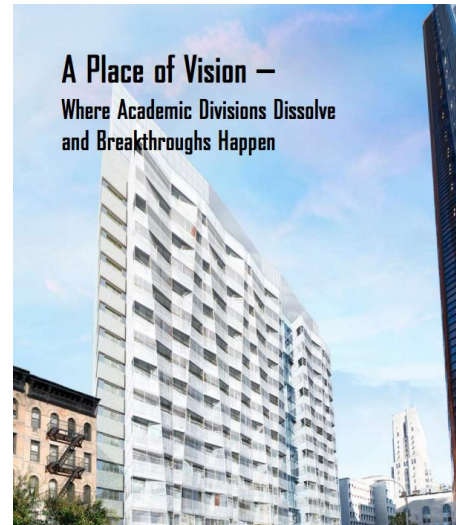
CASE CONSIDERATIONS

Developing the Case for Support

- Source materials
 - Strategic plan
 - Organizational collateral (proposals, annual appeal letters, other written or visual communications)
 - Case Statements from prior campaigns
- Conversations with leadership and stakeholders
 - Speak to Board members, executive leadership, major donors
 - Test case elements
 - Refine messaging

Case Essentials

- Presents a narrative
- Offers “Big Ideas”
- Presents transformative vision
- Inspires stretch giving
- Conveys urgency
- Defines impact



Home — the word embodies thoughts of connection and settling down roots. The Center for Child Health will find its home in the new Biomedical Research Building at Weill Cornell, an expansive 400,000-square-foot space, which is slated to be completed in 2012. The building will be located in the heart of our campus on the Upper East Side of Manhattan and it will unite, synthesize and expand our pediatric research programs at the Medical College.



We will build a critical mass of investigators, all focused on a single goal: turning innovative concepts into effective treatments and therapies for children. Discovering new ways to help children's health flourish will be at the root of all we do here.

Ours will be a home with its own sense of self, a place where the walls of academic divisions dissolve and boundaries disappear. Designed by the Polshek Partnership, the open floor plan embodies the trust sense of collaboration and will give our Weill Cornell faculty the chance to continually converse and collaborate across all Children's Health disciplines. Weill Cornell researchers will share core facilities — innovative technologies that will be housed in locations accessible to all areas.

The Biomedical Research Building will stand adjacent to the state-of-the-art Weill Greenberg Center, our award-winning ambulatory care facility, allowing us to further our collaboration with a cruciform of thoughtful exchange between neighboring clinicians and researchers. We will draw from the unique strengths of our New York City campus, as well as Cornell University's Ithaca campus and Weill Cornell Medical College-Qatar.

A new generation of doctors will begin to make their home here as well. Faculty at Weill Cornell, in addition to providing patient care and conducting research, teach our future doctors. It is essential that these future clinicians and scientists become comfortable in the world of translational research. They will then become instrumental in turning ideas into reality, moving from the research bench to the bedside with a sense of dedicated urgency.

Avoid the temptation to make the Case an institutional brochure!

BRANDING CONSIDERATIONS

Developing the Campaign Brand and Identity

- Concept/Story
- Messages
- Visuals

CAMPAIGN COMMUNICATIONS & MESSAGING

Additional Communication Tools

Case theme and brand should be carried forward in other communications tools:

- Campaign-Specific:
 - Visual presentations
 - 1-Pagers
 - Proposals
 - Menu of Recognition Opportunities
 - Cultivation and stewardship events
- Organization-wide
 - Insider letters
 - Newsletters

Audience

- The campaign audience will shift over time, and messaging should evolve accordingly

Campaign Phase	Audience	Messaging	Tools
Leadership Gifts	<ul style="list-style-type: none">• Campaign leaders• Board• High-capacity donors	<ul style="list-style-type: none">• Sophisticated• Provide “insider” perspective• Personalized	<ul style="list-style-type: none">• Case• Proposals• 1-pagers• Insider letters
Major Gifts	<ul style="list-style-type: none">• High and medium-capacity donors	<ul style="list-style-type: none">• Scale for capacity• Personalized	<ul style="list-style-type: none">• Same as leadership gifts
Public	<ul style="list-style-type: none">• Community at large	<ul style="list-style-type: none">• Broad in scope• Emphasize participation	<ul style="list-style-type: none">• Brochure• Celebration events

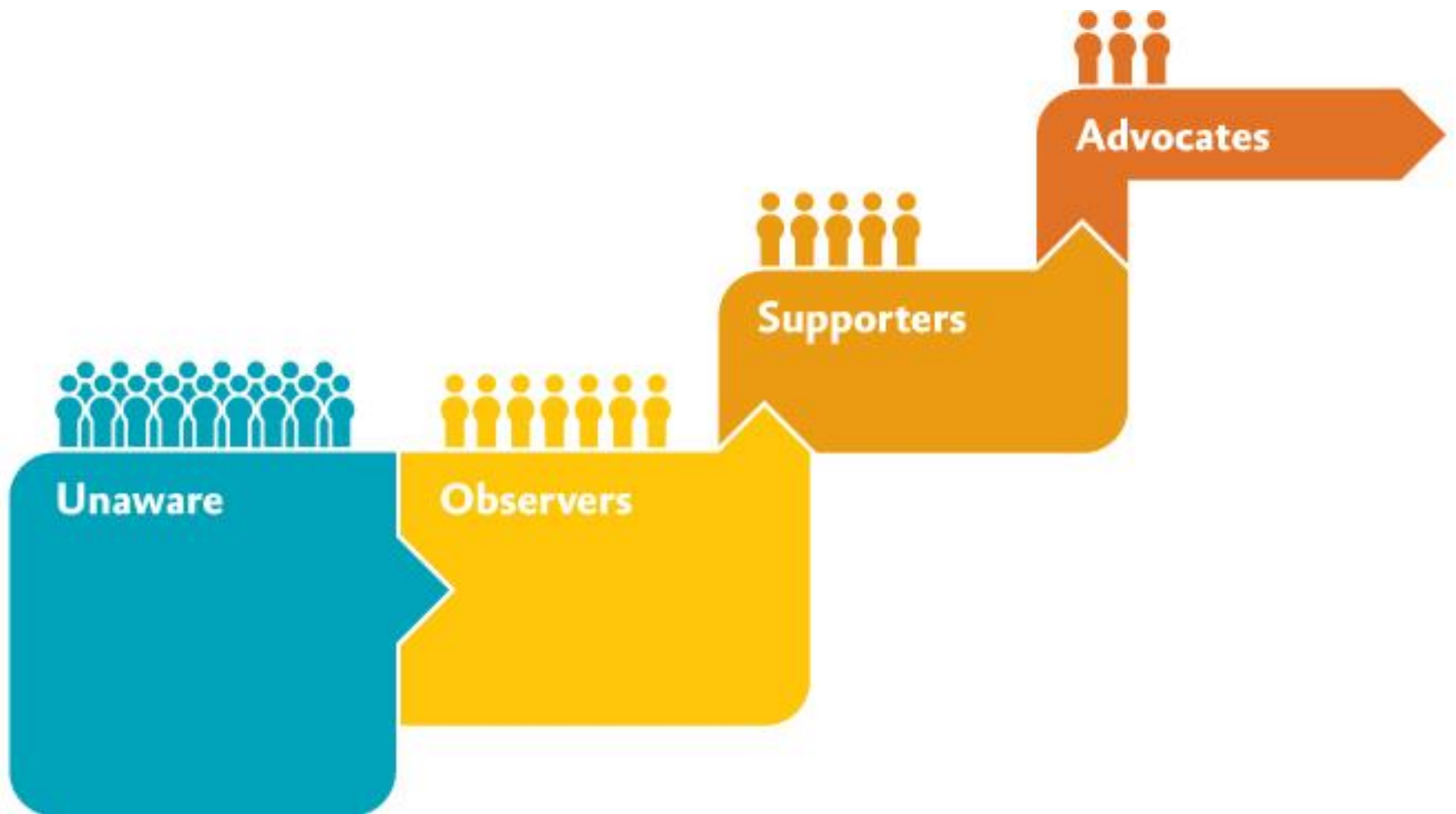
CREATIVE PROCESS

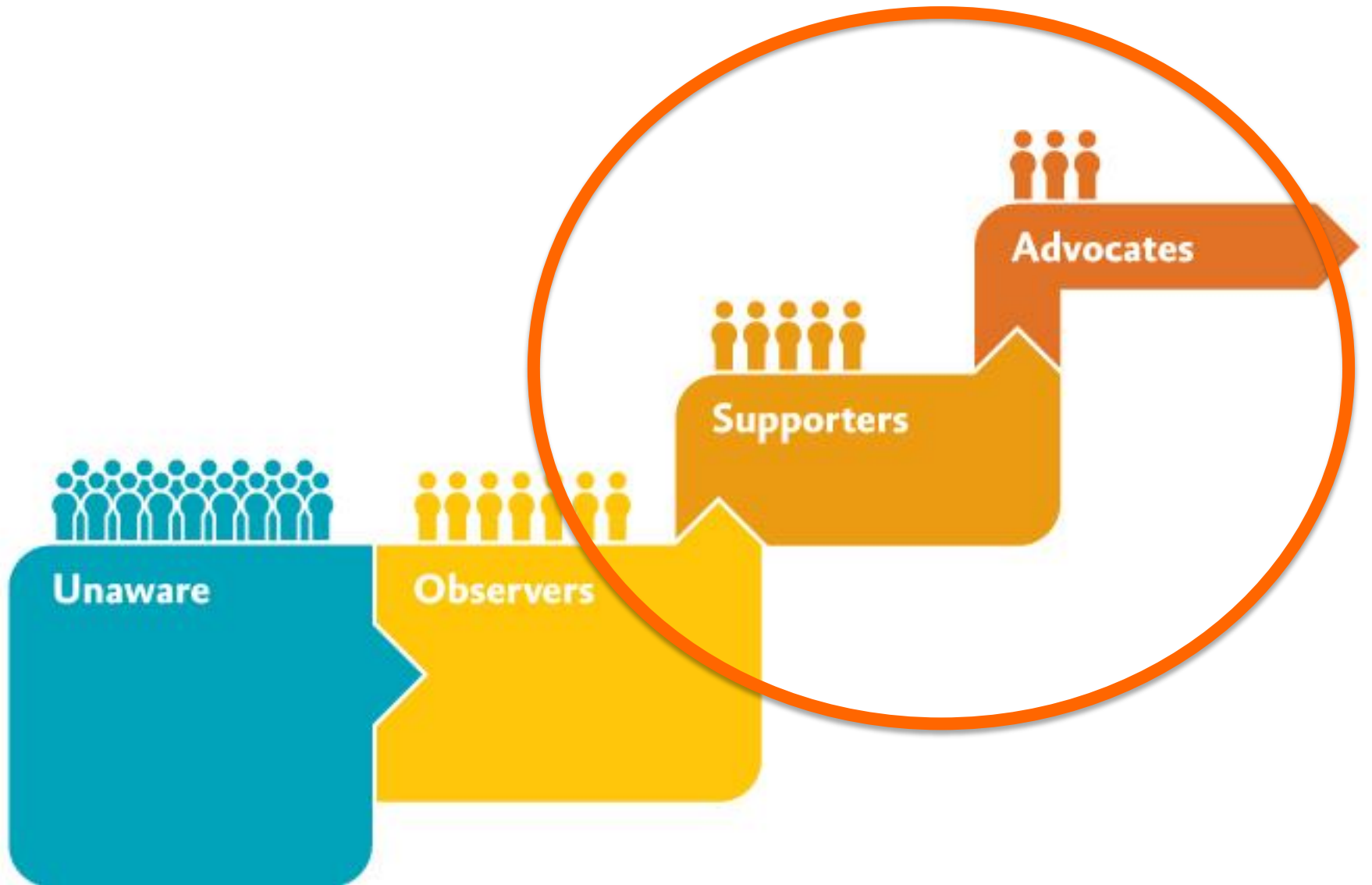
**Let's talk
“creative”.**

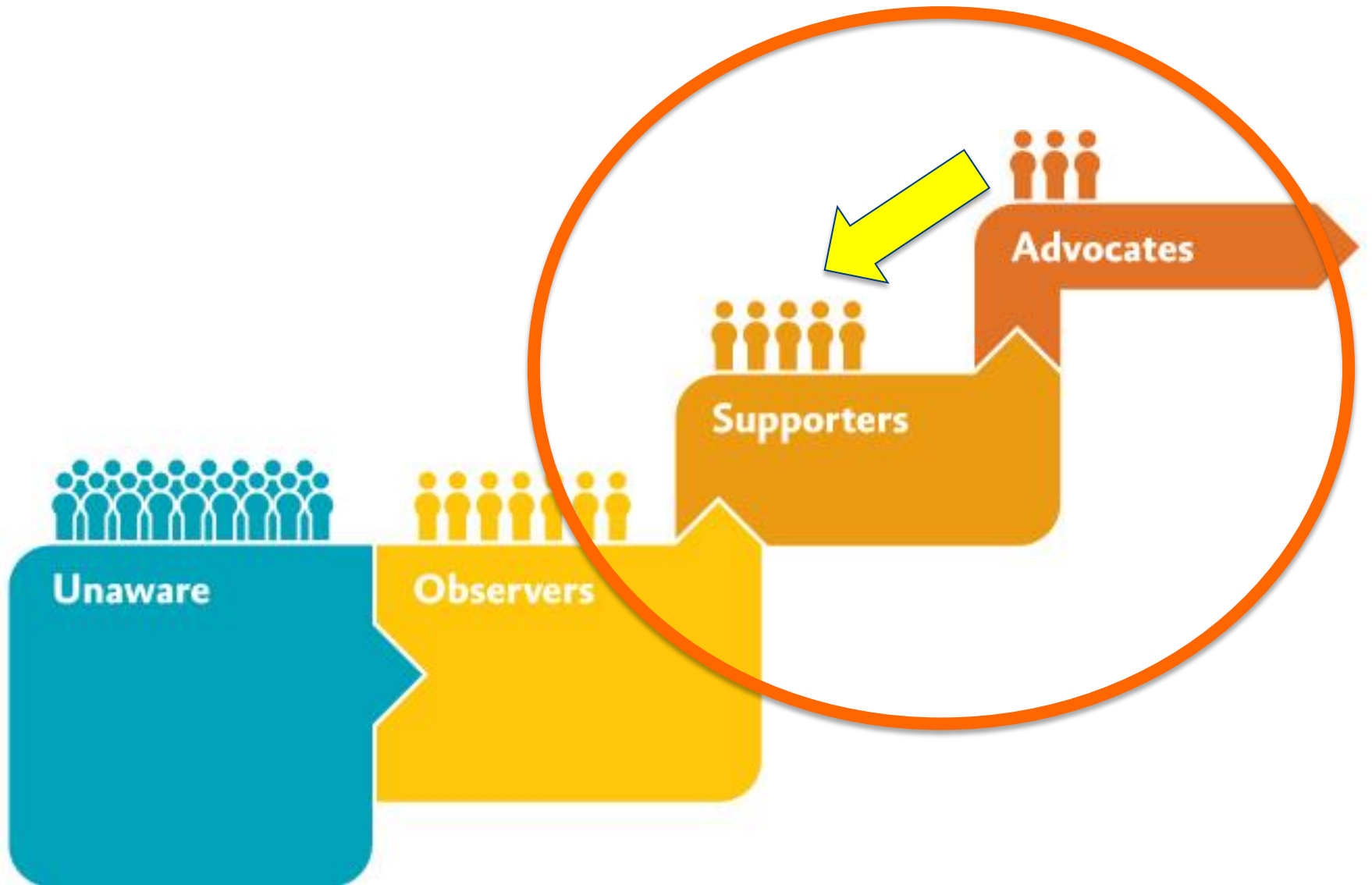


Campaigns exist through:

- People!
- Concepts
- Copy (case for support, etc)
- Visuals (imagery, visualizations, etc)
- Brand alignment / reinforcement







CASE STUDIES

Inspire personal connection
with a strong concept.



GOLDEN
AGE COLLECTION
TRANSFORMING YOUR
NEW JERSEY
SYMPHONY
ORCHESTRA

30 INSTRUMENTS. WORLD-CLASS MUSICIANS. A GOLDEN OPPORTUNITY.





ANY CAMPAIGN

of this scope must rely on extraordinary generosity from a special group of individuals and institutions. In recognition of those whose leadership will help define its vision, the New Jersey Symphony Orchestra is pleased to introduce the Connoisseurs' Guild. Members of the Guild will be offered an unparalleled opportunity to participate in the transformation of a cultural treasure.

Through the membership of its new Guild members, the organization will build a Symphony that can create an orchestral sound unmatched by any previous ensemble, one produced with extraordinary musicians performing on great instruments, each made possible by a benefactor who shares the vision of the NSO as a world-class institution.

The Orchestra has identified many opportunities to acknowledge exceptional gifts, including offering a donor's name on the concert collection, individual instruments, principal chairs, education and outreach programs, performance series or single concerts.

These moments are a tangible link to the past.

The members make them so relevant in the present.

Together, we will define the orchestral future.

**MEMBERSHIP
IN THE
CONNOISSEURS' GUILD**

PARTICIPATE IN THE TRANSFORMATION OF A CULTURAL TREASURE



According to legend, Antonio Stradivari could make the difference in "A" and "B" strings, and his genius lay in his ability to make one string sound like another. The history of Stradivari's instruments is a testament to the art of the luthier, a craft that has been passed down for centuries. It is a craft that has been passed down for centuries, and it is a craft that has been passed down for centuries.



3 2 1 cure

COUNTING DOWN TO THE DAY
WE ELIMINATE MULTIPLE MYELOMA





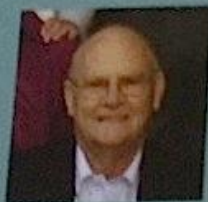
"Like all patients, I worried each day and each moment with my family."

ESTHER GREEN
 ASHLEY GREEN AND
 DAVID GREEN, MICHIGAN RESEARCH FOUNDATION
 AND WATSON MILLS RESEARCH
 FOUNDATION



*"With the MMRP working so
 quickly, I was able to explain
 to my wife and kids that
 although myeloma is not yet
 curable, it is, in fact, treatable."*

DAVE SPAHN



*"Once my diagnosis, I have proudly
 witnessed three additional
 grandchildren and now the best
 view of my work smiling."*

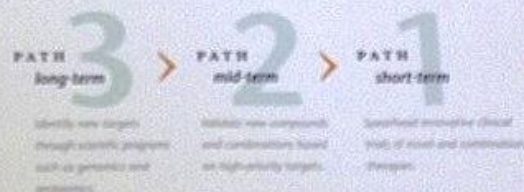
JERRY COX

THREE PATHS TO a cure

The MMRP has reached out to the best minds from all corners of the medical and scientific communities to help define the three most efficient and effective paths to a cure.

Taken together, these three paths will yield landmark discoveries that will result not only in better, more effective treatments, but will bring us closer to a cure.

We will invest one billion—the full force of our g, a, n, c Care Campaign—to test these paths, which lead us ever closer to the day we eliminate multiple myeloma.



PATH 1 CLINICAL TRIALS
PATH 2 VALIDATION
PATH 3 BASIC SCIENCE



MILESTONES

Kathy Giusti

Kathy Giusti was diagnosed with multiple myeloma in 1996. Kathy, who was 57 years old at the time, was given only three years to live.

Kathy founded the MMRF with the goal of funding research that would allow her to live long enough to see her one-year-old daughter, Nicole, enter kindergarten, her 11-year-old son, David, start high school. Kathy's son David, born after her diagnosis, will soon enter middle school.

Through advances in genetics that the MMRF has supported, Kathy learned that she has a

particularly aggressive sub-type of myeloma. Understanding her genetics is the first step in making sure that Kathy is treated with the drugs that will work best for her.

Having been through a stem cell transplant in 2006, Kathy understands more than most the urgency of the MMRF's work. "Like all patients, I treasure each day and each memory with my family," said Kathy. "And through the work of the MMRF, I have been blessed to help other patients and their families make new memories they never thought possible."

PATH 3 BASIC SCIENCE

Genetics

With the launch of the Multiple Myeloma Genetics Initiative, we launched a new focus in the fight against myeloma. Progress from this unprecedented genome mapping program enables researchers to determine what genes and molecular pathways play a role in the onset and progression of myeloma. Some gene patterns will respond to therapies, and identify new drugable targets for the disease. Ultimately, this effort will result in the development of faster, more effective therapies for myeloma, giving patients longer, healthier lives.

Proteomics

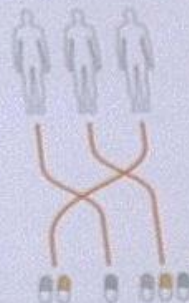
Certain proteins are thought to play a role in the development and progression of the disease. Once we identify these proteins, we can develop new therapies that are active against them. Progress in proteomics requires considerable advances in technology and the development of instruments and standardized processes that can analyze the vast quantity of data generated. Building on knowledge from the Multiple Myeloma Genetics Initiative, we are developing a comprehensive Proteomics Initiative to catalyze progress in this important new research area.

Data Sharing

We formed critical data from our Genetics Initiative into a cutting-edge data portal pre-publication and in near real-time. Data from our Proteomics Initiative is shared across multiple institutions. Our commitment to make these data available means that scientists will have unprecedented access to the data, enabling a more rapid pace of scientific inquiry.

YOUR INVESTMENT
IS CRITICAL
TO ADVANCE
PERSONALIZED
MEDICINE.

FASTER UNDERSTANDING
BETTER BIOLOGY



A better understanding of the
biology of myeloma is the first step in
developing drugs that more effectively
treat the disease.

MMRF | Page 17

PATH 1 CLINICAL TRIALS
PATH 2 VALIDATION
PATH 3 BASIC SCIENCE



MMRF
Multiple Myeloma
Research Foundation

MMRF LEADERSHIP

Leadership Council
Lester Kugler
Philip S. Pierce
Audrey Shaw

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Deborah Nichols
Kathy O'Brien
Marion O'Brien
Cynthia Norman
Schwarzberg
Alicia Tschopp
Brian Wilfong
Paula Zahn

3. 2. 1: CURE CAMPAIGN

Get 1 with to support the MMRF

Donor Information

Name

Address

City

State

Zip

Phone

E-mail

Comments

MMRF

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WHAT TO EXPECT FROM your investment

With the launch of **3. 2. 1: Cure Campaign**, we have made an exciting and aggressive commitment to fund research that will accelerate the pace of scientific discovery, rapidly translate scientific progress into effective treatments, and ultimately, lead to a faster cure for multiple myeloma. Over the course of three years, we will invest \$50 million, the full force of our **3. 2. 1: Cure Campaign**, into five scientific paths. In keeping with our aggressive-driven business model, we have developed specific deliverables for each path that we expect will drive our efforts forward as quickly as possible.

PATH 1: Clinical Trials	PATH 2: New Drug Development	PATH 3: Biomarkers	PATH 4: Patient Care	PATH 5: Education
MMRF Clinical Trials (10 million)	MMRF New Drug Development (10 million)	MMRF Biomarkers (10 million)	MMRF Patient Care (10 million)	MMRF Education (10 million)
Find annually five to eight new active compounds with promising potential to treat multiple myeloma.	Find annually five to eight new active compounds with promising potential to treat multiple myeloma.	Find annually five to eight new active compounds with promising potential to treat multiple myeloma.	Find annually five to eight new active compounds with promising potential to treat multiple myeloma.	Find annually five to eight new active compounds with promising potential to treat multiple myeloma.
Formulate annually five to eight high-priority clinical trials.	Formulate annually five to eight high-priority clinical trials.	Formulate annually five to eight high-priority clinical trials.	Formulate annually five to eight high-priority clinical trials.	Formulate annually five to eight high-priority clinical trials.
Partner with pharmaceutical firms and the FDA to develop innovative trial design and optimal regulatory approaches.	Partner with pharmaceutical firms and the FDA to develop innovative trial design and optimal regulatory approaches.	Partner with pharmaceutical firms and the FDA to develop innovative trial design and optimal regulatory approaches.	Partner with pharmaceutical firms and the FDA to develop innovative trial design and optimal regulatory approaches.	Partner with pharmaceutical firms and the FDA to develop innovative trial design and optimal regulatory approaches.
Submit annually five to eight new active compounds to the FDA for review.	Submit annually five to eight new active compounds to the FDA for review.	Submit annually five to eight new active compounds to the FDA for review.	Submit annually five to eight new active compounds to the FDA for review.	Submit annually five to eight new active compounds to the FDA for review.
Find promising new compounds and combinations of approaches to actively optimize drug to drive forward development pipeline.	Find promising new compounds and combinations of approaches to actively optimize drug to drive forward development pipeline.	Find promising new compounds and combinations of approaches to actively optimize drug to drive forward development pipeline.	Find promising new compounds and combinations of approaches to actively optimize drug to drive forward development pipeline.	Find promising new compounds and combinations of approaches to actively optimize drug to drive forward development pipeline.
Build genomic data and data portal to enhance the identification of new targets.	Build genomic data and data portal to enhance the identification of new targets.	Build genomic data and data portal to enhance the identification of new targets.	Build genomic data and data portal to enhance the identification of new targets.	Build genomic data and data portal to enhance the identification of new targets.
Apply genomic technologies to accelerate the identification of novel molecular targets.	Apply genomic technologies to accelerate the identification of novel molecular targets.	Apply genomic technologies to accelerate the identification of novel molecular targets.	Apply genomic technologies to accelerate the identification of novel molecular targets.	Apply genomic technologies to accelerate the identification of novel molecular targets.
Link genomic data and data portal to enhance the identification of new targets.	Link genomic data and data portal to enhance the identification of new targets.	Link genomic data and data portal to enhance the identification of new targets.	Link genomic data and data portal to enhance the identification of new targets.	Link genomic data and data portal to enhance the identification of new targets.

The right stuff.

ISRAEL

OUR FUTURE BEGINS HERE.



The thing that surprised me most during my time in Israel was how much at home I felt. Before I arrived I thought I would feel like I was in a "foreign country" and that it would take me time to adjust. I didn't realize how similar Israelis are to American Jews. I am now an ardent Zionist and voraciously read about what's going on in the Middle East. Without my experience through Masa Israel I don't think I would identify as closely with Israel as I do now.

Jean Goldwells
Virginia Beach, Virginia
Masa Israel University, Jerusalem, 2006-07



THE NUMBERS PROVE IT.

Mass Israel Journey was founded on the belief that long-term experiences in Israel could effectively shape and inspire the next generation of Jewish leaders—and also result in a lifelong commitment to the Jewish people and to Israel.

This belief has now been quantified. A short-term visit to Israel is a vital experience for young Jews as they connect Israel to their own sense of being Jewish. Moreover, research conducted through the Ben-Zion Jewish Policy Institute at NYU Wagner has found that when you compound that short-term visit with a longer-term stay through Mass Israel, the connection is deeper and longer lasting.

By going on a program through Mass Israel—founded by the Jewish Agency for Israel and the State of Israel—young Jewish adults take vital steps toward leadership. They connect with their heritage, become much more involved in their local Jewish communities, and develop a commitment to Israel that will last a lifetime.



OVER 55,000 YOUNG JEWS

have participated in immersive Israel experiences through Mass Israel Journey.

BUILDING JEWISH IDENTITY

Being Jewish is very important to me.



It's important for me to marry someone Jewish.



STRENGTHENING TIES TO ISRAEL

I feel personally attached to Israel.



I have recently attended a lecture or study group about Israel.



INSPIRING JEWISH LEADERSHIP

I am seriously considering or have considered a Jewish career.



I have recently volunteered with a Jewish organization.



Figures on this page reflect responses from 10,000 young Jewish adults in the 2016 study. Sources: Ben-Zion Jewish Policy Institute at NYU Wagner and Jewish Agency for Israel. © 2016. All rights reserved. The Ben-Zion Jewish Policy Institute is a non-profit organization.

OVER 55,000 YOUNG JEWS

have taken part in immersive, five to twelve month Israel experiences through Masa Israel Journey. Whether participants are studying, volunteering, or gaining career experience, long-term programs in Israel lead to a deep and enduring connection to Judaism. Upon returning home, Masa Israel participants demonstrate a greater commitment to their Jewish identity, to Israel, and to becoming leaders within the community.

OUR FUTURE BEGINS WITH
ISRAEL



OVER 55,000 YOUNG JEWS

have taken part in immersive, five to twelve month Israel experiences through Masa Israel Journey. Whether participants are studying, volunteering, or gaining career experience, long-term programs in Israel lead to a deep and enduring connection to Judaism. Upon returning home, Masa Israel participants demonstrate a greater commitment to their Jewish identity, to Israel, and to becoming leaders within the community.

BUILDING JEWISH IDENTITY



STRENGTHENING TIES TO ISRAEL



INSPIRING JEWISH LEADERSHIP



PROGRAM GROWTH



OUR FUTURE BEGINS WITH
ISRAEL



ISRAEL

OUR FUTURE BEGINS HERE.



Who We Are

Masa Israel Journey gives 18-to-30-year-old Jews life-changing 5-12 month experiences in Israel, connecting them to programs that meet their interests, offering scholarships, providing expertise, and supporting them throughout the entire process.



The thing that surprised me
most during my time in Israel
was how much at home I felt.

Jason Liebowitz
*Hebrew University
Jerusalem, 2006-07*



Checklist for Great Creative:

- Strong concept
- Uniquely tied to your org/brand
- Clear visual hierarchy
- Succinct copy
- Strong imagery



OCT 30, 2013 | ONLINE WORKSHOP

Campaigns as an experience of your brand

Are you using your brand to get more people to understand your nonprofit's message, take action to advance your cause, sign up for programs, and raise money to support your mission? [MORE](#)

Accelerating
fundraising through
communications

[MORE WORKSHOPS](#) ▶



SEP 24, 2013 | ONLINE WORKSHOP

Writing for the web

Be honest: How closely would you read the copy on your website if it weren't your website? As challenging as it is to get people to visit your site, it's even more difficult to get them to spend some quality time on it once they're there. [MORE](#)



SEP 11, 2013 | ONLINE WORKSHOP

Using your brand to create an amazing year-end campaign

Okay, so you know exactly what your organization's goals are and can think of dozens of reasons why donors should remember you as the year-end approaches. But how do you turn that identity into actual dollars during your final appeal? [MORE](#)

QUESTIONS AND DISCUSSION

bigduck smart communications
for nonprofits



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About CCS

Founded in
1947

Leading consulting and
management firm for
non-profits

Provides campaign design and
management, development services,
and strategic planning and
consulting to diverse non-profit
institutions

Diverse Client Roster:

- Hospitals and medical centers
- Schools, colleges, and universities
- Religious institutions
- Arts, civic, and cultural organizations
- Environment and conservation organizations
- Voluntary health organizations
- Associations and advocacy groups

Chicago, New York
Dallas, San Francisco, Boston,
Los Angeles, Washington,
Baltimore, St. Louis, London, Dublin

Overall, CCS helps our clients raise approximately
\$6 billion per year

Thank You!



Fundraising • Development Services • Strategic Consulting

Sarah Durham, President, Big Duck

Sevil Miyhandar, Corporate Vice
President and Managing Director, CCS
smiyhandar@ccsfundraising.com



800.223.6733

info@ccsfundraising.com

DISCOVER THE CCS DIFFERENCE:
Learn more about our transformative fundraising programs.



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<http://linkd.in/hZhTWq>



<http://ccsfundraising.wordpress.com>

Use your Smartphone
to scan this code.



Don't miss CCS's next webinar on April 7, 2015!

“Fundraiser's Guide To Smart Data: The Big, The Bad, & The Ugly”

Register here:

http://go.ccsfundraising.com/fundraisers_guide_smart_data_webinar



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DISCOVER THE CCS DIFFERENCE:
Learn more about our transformative fundraising programs.



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to scan this code.

