



Full Harvest Fundraising
Raising People. Raising Money.

MYTH: “DOING A VOLUNTEER-LED CAPITAL CAMPAIGN WILL NET US MORE MONEY.”

Some Common Objections to Hiring Professional Fundraising Counsel

- “It will cost too much”
- “We know our own people best”
- “We can do it ourselves”
- “We don’t want a ‘high-pressure’ approach”
- “We had a ‘bad experience’ with a consultant before”
- “We know someone who can do it for free”
- “If we push the capital campaign too hard with a consultant, our annual giving will decrease when the consultant is not around”

Five Good Reasons to Use Professional Fundraising Counsel

1. Typically, a “self-led” capital campaign will raise a modest 1.5 to 2 times annual giving. A campaign assisted by competent professional fundraising counsel can raise 2 to 4 times annual giving – or more. **Hiring a professional fundraising consultant is a smart and cost-effective way to raise *more* funds for your project.**
2. A professional fundraising consultant will do a Feasibility Study to give you the peace of mind you won’t have if you “wing it” alone. A Feasibility Study provides a thorough, insightful and honest look at an institution’s capital campaign prospects before launching the campaign.

3. A professional consultant will not only help raise more money, they will bring a wealth of other benefits to the process:
 - Learning experiences from other successful campaigns
 - Clarifying the deeper purpose and meaning of the campaign
 - Taking the guesswork out of evaluating giving potential
 - Identifying possible challenges to a successful campaign
 - Helping to recruit and develop key volunteer leaders
 - Coordinating the capital campaign and annual fund drive timetables
 - Setting reliable goals and timetables
 - Assessing and enhancing the campaign case statement
 - Outlining realistic campaign projections and costs
 - Putting in place appropriate record-keeping and procedures
 - Establishing prudent gift policies
 - Improving relationships by listening to voices that are not always heard
 - Training volunteer “solicitors” with hands-on practice and excellent materials
 - Maintaining adherence to deadlines
 - Making plans for effective follow through over the course of the pledge payment period

4. A professional fundraising consultant...
 - ✓ Encourages an experience of *high participation and celebration* – not high pressure. High pressure leads to lower actual pledge payments and resentment against the project. With *high participation and celebration* come a sense of personal values being realized through pledging, and with it a strong future of pledge fulfillment.
 - ✓ Serves a *coach* to staff and volunteer leaders throughout a campaign, offering insight, encouragement, helpful exercises for leadership growth, and providing a sounding board for fears and concerns.
 - ✓ Proposes ways that the positive capital campaign experience can be continued into *enhanced pledging for the annual fund drive*.

5. A successful capital campaign can shift the “money culture” in an institution from one of fear and obligation to *confidence and gratitude*. Without the regular presence, encouragement, coaching and outside experience of the professional fundraising consultant, how many institutions will make this shift on their own?

Five Great Reasons to Hire Full Harvest Fundraising, LLC as Your Professional Fundraising Counsel

- 1.** In its first two years of business, Full Harvest Fundraising helped churches and non-profits raise nearly \$4 million dollars capital funds
- 2.** Co-Founders Peter Heinrichs and Susan Lewis receive high praise not only for results, but for their caring, honest, fun, insightful and thorough approach to capital campaign planning. We never recommend proceeding with a capital campaign until the foundation for a successful campaign is in place!
- 3.** Full Harvest Fundraising has also worked successfully with organizations to revamp and improve their annual fund drive experience. One client boosted their annual fund drive by 15 per cent in one year to hire an associate minister.
- 4.** Between them, Peter and Susan bring half a century of experience in coaching, fundraising, marketing, communications, ministry and strategic planning.
- 5.** Peter and Susan take a coach-like approach, building up effective leaders for great campaigns. They believe every institution has the potential to put *foundations under their dreams!*