

Capital Campaign Budget Checklist

By Miquette Thompson, MNA, CFRE

A thoughtful, comprehensive capital campaign budget is essential to the success of a capital campaign. This is the budget intended to outline costs required to resource the campaign, and is different from the campaign project budget, which is intended to outline the costs required to resource the capital project itself. It is critical that the costs within a capital campaign budget are considered in relation to your organization's annual budget and should not compromise your organization's ability to resource its core programming. The following checklist represents costs that should be included in your capital campaign budget:

Pre-Campaign Costs

- Campaign Consulting
- Campaign Feasibility Study
- Prospect Research/Wealth Screening Services (if not provided as part of feasibility study)

Direct Costs

- Campaign Plan Development
- Campaign Management¹
- Professional Development
- Travel (if required)
- Professional Development for In-House Staff (if additional training is required for campaign responsibilities)

Indirect Costs

- Donor Engagement/Cultivation Events
- CRM Subscription (may be part of annual budget, but if upgrades are necessary to support campaign, should be included in campaign budget).
- Video and/or Web Collateral
- Printing and/or Mail House Services
- Postage
- Percentage of in-house staff time (if campaign is not fully managed by external consultants)

¹ The cost of campaign management, whether acquired through contract services or through the creation of a temporary in-house role, should be ~10% of your total campaign goal. This role is responsible for overseeing all aspects of plan execution.