



Fundraising Feasibility Study Final Report

August 21, 2017



Creating capacity • Connecting community

Objectives of the Study

- Test \$1 million goal
- Determine capacity
- Community perceptions
- Identify potential contributors and leadership candidates;

Image & Awareness

- Word of mouth or the local paper
- Almost everyone recognized the value that a community complex has to the quality of life

Case for Support

- Something for everyone
- Value in building a new community complex rather than investing money into the old facilities
- Attracts families and businesses
- Hub of social and recreational activity which enhances the quality of life and healthy lifestyles for all residents

Challenges

- Not a lot of businesses
- Smithville is becoming a bedroom community
- Began as a controversial project
- Will get little support from surrounding communities

Potential for Support

- All sectors of the community
- The majority believe the goal is attainable
- Big goal for a small community
- Some questioned availability of major gifts

Potential for Support

Is \$1 million an attainable fundraising goal for this project?

Yes	No	Not Sure
15	3	6

Personal Support

When given the opportunity, do you think you will make a donation to the Lincoln Community Complex

Yes	18
No	3
Not Sure	3

Personal Support

HIGH	LOW	# of Gifts
+	\$250,000	1
\$250,000	\$100,000	1
\$100,000	\$50,000	2
\$50,000	\$25,000	3
\$25,000	\$10,000	5
\$10,000	\$5,000	2
\$5,000	\$2,500	2
\$2,500	\$1,000	1
\$1,007,500	\$591,000	16

Leadership

Can you identify an obvious champion to help lead the campaign?

17 names suggested by interviewees as having potential to assist with a campaign

Would you be willing to participate in the campaign as a campaign volunteer?

Yes	No	Not Sure
6	11	7

Recommendations

Campaign Goal \$1,500,000

Campaign TimeLine

- Readiness September - December 2017
- Campaign January – September 2018
- Wrap Up October – November 2018

Campaign Divisions

Division	Projected Goal	Percentage of Goal
Personal Gifts	\$600,000	40 %
Business & Industry	\$750,000	50%
Community Engagement	\$100,000	0.67%
User Groups	\$50,000	0.33%
Public Relations & Communications	NA	
Totals	\$1,500,000	100%

Township of West
Lincoln
Council

Honorary Advisors

Campaign Chair

Township Staff
Brent Julian

Campaign
Management
Campaign Coaches

Deputy Chair

Business & Industry

Personal Gifts

Community Engagement

Public Awareness

Campaign
Coordinator

Next Steps

Campaign Stage	Dates	Projected Milestone
Readiness	Sept. 2017 – Dec. 2017	Re-write the Case for Support Prepare Campaign Materials Prepare Campaign Plan Prepare Volunteer Campaign Manual Recruit Leadership Team Team Orientation & Training Prospect identification
Quiet (\$25,000 +)	Jan. 2018 – Sept. 2018	Prospect evaluation and assignment Initiate campaign solicitation Focus on major gift solicitation
Community Campaign	May 2018 – Sept. 2018	Community engagement strategy Complete leadership gift calls
Wrap Up	Oct. 2018	Finalize campaign Thank volunteers and donors Pledge Redemption Process

Gift Chart

# Required	Suggested Gift	Total	Cumulative Total
1	\$500,000	\$500,000	\$500,000
1	\$250,000	\$250,000	\$750,000
1	\$100,000	\$100,000	\$850,000
5	\$50,000	\$250,000	\$1,100,000
10	\$25,000	\$250,000	\$1,350,000
15	\$10,000	\$150,000	\$1,500,000

Questions

