

Transforming Your Organization

The most successful major gifts campaigns are about transformation. They are about fulfilling long-term aspirations. They focus on changing an institution from what it is now, to something that is significantly better.

Annual giving is about the now—it's about current needs. A capital campaign—any major gifts campaign—is about the future, how an organization can meet the challenges the future will bring.

Elements of Transformation

You know your campaign will be transformational if:

1. The fundraising campaign will result in serving the needs of significantly more people.
2. The quality and range of services will improve in some significant way.
3. The project will add value in collaboration with other related organizations in your community.
4. The quality of life in your community will significantly improve.
5. Your project mobilizes the leadership of your community in pursuit of some common good.
6. Your board leadership is strengthened and the institutional capacities of your organization are expanded.

Transformation and Leadership

The prospect of transformation **stirs the imagination** of top volunteer leadership. These types of people are excited by doing something important and consequential. If your campaign advances your organization's mission in some significant way, they will be willing and eager to help.

To bring them on board you need to **construct a compelling story**, a compelling case for support. If you can successfully describe the transformational change you're seeking for your organization, volunteer leadership will come and so will the major gifts later on.

Your organization will never be the same. It will be transformed.