Wayne County COMMUNITY FOUNDATION

Capital Campaigns

Building your future.

Capital campaigns are one of the most effective ways to galvanize transformational support for your nonprofit. They build energy around a bold vision for the future, engage key stakeholders in fundraising activity, and inspire support from the broader community.

A capital campaign is a huge venture for your nonprofit. It is a significant undertaking, but can permanently transform your organization for the better. Wayne County Community Foundation can help ease the administrative burdens.

Benefits of working with us:

- We provide fundraising and campaign expertise.
- We manage the tracking and processing of donations, and can even help manage direct mailing – saving you time, money, and stress!
- We manage your investment effectively. Capital funds are NOT invested in the stock market, reducing risks associated with market volatility. Instead, they are held in an interest bearing sweep account at Commercial & Savings Bank.
- We allow your team to focus on what you do best – providing services to the community.

Let's connect.

Contact us to learn more about the ways we can help!
Email: contact@wccfoh.org
Phone: 330.262.3877

Wayne County COMMUNITY FOUNDATION

www.WayneCountyCommunityFoundation.org

More about Capital Campaigns

Your Responsibilities

- Write fundraising letter and materials
- Provide donor names and addresses in spreadsheet format
- Provide volunteers to stuff envelopes
- Community engagement
- Future planning

WCCF's Responsibilities

- Offers advice on creating fundraising materials
- Prints all materials for direct mail campaign – including letters, envelopes, and donor response cards
- Pays costs associated with the mailing of up to 500 letters (including postage)*
- Provides webpage and link for online donations
- Processes and deposits all donations
- Sends tax acknowledgement letters to donors
- Sends regular donation reports to your appointed contact
- Manages ongoing multi-year pledges, if needed

**WCCF will gladly mail more letters for you, but we are only able to cover costs associated with the first 500. Any additional letters can be mailed for less than $1 per letter (exact prices calculated based on materials and postage).*

Administrative Fees:

- Active phase of campaign:
  0.75% annually for funds over $1 million
  1% annually for funds less than $1 million
- Post-campaign maintenance:
  0.50% annually

Fees are charged monthly and are based on the calculation of the Fund Balance x Fee Rate/12. All Funds have a minimum annual fee of $250.

Next Steps:

1. Establish a non-permanent designated fund for your capital campaign
   a) Name the Fund
   b) Define the purpose of the Fund
   c) Determine successor organization (another 501c3) in the case of changing nonprofit status
   d) Determine Fund Advisors and signature requirements.
2. Create your donor list
3. Determine the timeline for your capital campaign
4. Create fundraising campaign materials

Consider a Long-Term Goal ~ Establishing a Fund for Planned Giving

Make planned giving and memorial contributions easy by establishing an Agency Fund with us.

Planned giving options enable your donors to continue to support your mission well-after their lifetime. Bequests, Retirement Funds, IRAs, Life Insurance Policies – the Foundation is equipped to accept them all.

Donating through one's estate does not negatively impact the donor's standard of living during their lifetime, but offers significant benefits to your organization afterwards.