

CAPITAL CAMPAIGNS

“ Philanthropic transformation is a journey guided by an inspiring vision and sound strategies. It really kicks off when people are actively engaged and investing.

”
- JULIE JOHNSON





Capital Campaigns are a powerful tool for change, creating transformational social and financial outcomes.

With the potential to raise amounts from \$1m to over \$100m, too many organisations bolt out of the starting gate and stumble at the first hurdle.

Creating a successful Capital Campaign is rather like cooking a winning dish on MasterChef – you need a combination of careful preparation, passion and a selection of the perfect ingredients to produce something irresistible!

The team at OKP Philanthropy & Marketing have been intimately involved in some of Australasia's most transformational campaigns. We have helped build hospitals, redevelop cultural icons, create cutting-edge educational facilities and bring to life projects that make the world a better place to live.

Chances are if you are reading this you are considering embarking on a Capital Campaign or you have already commenced your journey. Either way you can take advantage of our services and expertise.

ARE YOU **CAPITAL CAMPAIGN READY?**

Do you have...?

- An energetic team with the right mindset & skills
- A vision statement and financial goal
- A campaign strategy
- A 'Case for Support' & supporting PR
- The expertise for philanthropic coaching
- An engagement, stewardship and gift-seeking plan
- A recognition and reporting plan

“ OKP brought professionalism, strategic direction and experience to this component of our Capital Campaign and gave us a fresh perspective. OKP took the time to really understand our needs and objectives, and tailored a solution that worked within budget and available resources. ”

- **NERIDA WEBSTER**

Manager, Marketing and Communications,
State Library Victoria



ACCELERATE YOUR CAPITAL CAMPAIGN SUCCESS

Whether you are just starting out, part way through the journey or struggling to the finish line, OKP's team of Capital Campaign experts can help power your efforts and make the most of the opportunity ahead of you. The sky is the limit when you partner with Australia's leading fundraising and development agency.

There are a range of service options available which can be tailored according to the specific needs of your organisation and the point where you are on your journey:

- Readiness counsel & advice
- Fundraising Feasibility Study
- Campaign plan
- Resource development
- 'Case for Support' development
- Capital Campaign management and implementation
- Leadership training and development
- Coaching in donor engagement and solicitation

As a full service agency we are able to create cohesive, fully integrated Capital Campaigns that deliver results. Our collaborative team brings a diverse skillset and capabilities to the table. To ensure Capital Campaign success, we carefully select the perfect team for your organisation, providing the ultimate united resource.



PHILANTHROPIC CLIMATE

74% of industry leaders are optimistic about the climate of philanthropy over the next 3 years.



DONOR SOLICITATION

Capital Campaigns, Major Gifts and other personal approaches are considered to be the most effective donor solicitation methods.



INCOME GENERATION

67% of organisations engaged in a Capital Campaign experienced increased income from the previous year.



GENEROSITY

63% of industry leaders believe people aged over 60 are the most generous.



CHALLENGES

Donor acquisition is the industry's biggest challenge.



PERSONAL GIVING

84% of industry leaders believe personal giving is steady or rising in Australia.

This information was provided by Giving Trends. For more valuable fundraising insights, please [click here](#).

WHY USE OKP?

*At OKP we don't just raise money.
We connect people, empower them and inspire action.
We make positive transformation possible.
We give life to your ideas, dreams and visions.*

OKP Philanthropy & Marketing was founded 35 years ago with the sole purpose of advancing giving. Our team of experts in fundraising, philanthropy and marketing provide a wide range of services designed to inspire generosity and encourage more people to give more often. We work with charities, not for profits, and other fundraising organisations from around Australia, New Zealand and overseas who want to realise their full potential and maximise impact. We fill the gaps in their skills, knowledge and experience to help them achieve their goals and build capacity for the future.



Results



Experience



Collaborative Approach



Research-backed Knowledge



Increased ROI



Tailored Solutions

**WE HAVE RAISED OVER \$500 MILLION FOR OUR CLIENTS SO FAR.
HOW MUCH CAN WE HELP RAISE FOR YOU?**

If you would like to speak to us about accelerating your Capital Campaigns please contact us today.



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