



Oregon City Cultural Center Funding Options

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Possible Funding Sources

- CREF Funding (Cultural Resource Economic Fund)- state funding, usually awards between 100k-2.5 million
- Foundation Support- Miller Foundation, Oregon Community Foundation, Murdock Charitable Trust
- Private Family Trusts
- Public Bonds
- Urban Renewal Funds
- Project support/feedback from Oregon Arts Commission, Oregon Cultural Trust
- Individual Donations - 80% of the donation dollars come from 20% of the donations
 - Capital Campaign will cost between 5%-10% of goal

CAPITAL CAMPAIGN PRINCIPLES



1. Specific Objectives



2. Goes Beyond Annual Giving



3. Case for Support



4. Relies on Large Gifts



5. One-on-One Solicitation



6. Top Level Volunteers



7. Multi-Year Pledges



8. Strategic Solicitation Plans



9. Reach 75% Prior to the Public Phase

Campaign Timeline

CAMPAIGN GOAL IS REACHED!



PHASE
1

Pre-Campaign Planning 3-12 months

- Project plans
- Campaign objectives
- Working goal
- Draft case for support
- Gift range chart
- Depth chart

PHASE
2

Feasibility Study 2+ months

- Test plan with lead donors
- Discuss case for support
- Assess giving potential

PHASE
3

Campaign Planning 2+ months

- Adjust plan based on FS
- Revise working goal
- Finalize case for support
- Develop campaign plan

PHASE
4

Quiet Phase 6-24 months

- Solicit Leadership Gifts
- Solicit Board
- Solicit Campaign Volunteers

PHASE
5

Kick-Off 75%+ of Goal Raised

- Announce Goal
- Press Release
- Kick-Off/ Celebration Event

PHASE
6

Public Phase 3+ months

- Solicit the Base
- Resolicit Uncommitted
- Close the Gap

PHASE
7

Stewardship Ongoing

- Acknowledge donations and collect pledges
- Celebrate campaign success
- Engage donors long term



Capital Campaign Pro | capitalcampaignpro.com

Sample Depth Chart

\$100,000

Gift Range Chart Template

Gift Range	# Gifts Required	# Prospects Required	Subtotal	Cum. Total	Cum. %	
\$25,000	1	4	\$ 25,000	\$ 25,000	25%	Ballpark A
\$10,000	2	8	\$ 20,000	\$ 45,000	45%	
\$5,000	5	20	\$ 25,000	\$ 70,000	70%	Ballpark B
\$2,500	8	32	\$ 20,000	\$ 90,000	1%	
\$1,000	10	40	\$ 10,000	\$ 100,000	1%	Ballpark C
TOTAL	26	104	\$ 100,000			

\$140,000

Gift Range Chart Template

Gift Range	# Gifts Required	# Prospects Required	Subtotal	Cum. Total	Cum. %	
\$50,000	1	4	\$ 50,000	\$ 50,000		Ballpark A
\$25,000	1	4	\$ 25,000	\$ 75,000	75%	Ballpark B
\$10,000	2	8	\$ 20,000	\$ 95,000	95%	
\$5,000	5	20	\$ 25,000	\$ 120,000	120%	Ballpark C
\$2,500	8	32	\$ 20,000	\$ 140,000	2%	
TOTAL	16	64	\$ 140,000			