



**BULTEMA
IMPACT GROUP**

DREAM BIG. LEAD BOLD. MAKE IT HAPPEN.

Capital Campaign Readiness Study

Assessing Internal Readiness to Launch a Successful Campaign

1. Mission & Vision Alignment

- Do the proposed campaign goals align with your organization's mission and long-term vision?
- Has the Board formally approved and endorsed the campaign direction?
- Is there a compelling reason why *now* is the right time?

2. Organizational Leadership & Governance

- Are the Directors unified in campaign vision and leadership approach?
- Is the Board of Directors actively engaged and supportive of the campaign?
- Is there a clear governance structure to make timely campaign decisions?

3. Campaign Leadership Structure

- Have key campaign roles been identified (Campaign Chair(s), Lead Donor Champions, Volunteer Team)?
- Is there a plan for recruiting, training, and supporting campaign volunteers?
- Is there staff/consultant capacity to manage the campaign well?

4. Fundraising Infrastructure

- Is there a current donor database (CRM) that can track relationships, gifts, and pledges?
- Are gift processing systems in place (pledge tracking, acknowledgments, recurring giving)?
- Is there a history of successful fundraising events, campaigns, or donor engagement?

5. Case for Support & Communication

- Is there a compelling draft of the Case for Support that clearly explains the why, what, and impact?
- Do we have photos, renderings, and messaging to bring the vision to life?
- Is there a consistent, clear way to communicate the campaign across all platforms (digital, print, verbal)?





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6. Financial Clarity

- Are cost estimates for the proposed projects accurate and current?
- Is there a clear financial breakdown (e.g., phases, funding gaps, contingency)?
- Does the Camp's budget committee understand how the capital campaign complements the annual operational needs?

7. Donor & Community Engagement

- Have key major donors and legacy supporters been identified?
- Has a donor cultivation plan been created (personal visits, events, prayer nights)?
- Is there trust and goodwill in the community toward the organization?

8. Spiritual & Cultural Readiness

- Is there a spiritual foundation undergirding the campaign—prayer, unity, discernment?
- Is there staff/board excitement and shared ownership of the campaign vision?
- Is the team prepared for potential spiritual resistance or distractions?

9. Timeline & Phasing

- Has a realistic timeline for pre-campaign, quiet phase, and public launch been developed?
- Is the organization clear on what must be accomplished before each phase?
- Is there flexibility to adapt if donor feedback shifts the scope?

10. Partnership with Consultant

- Are the roles and expectations for Bultema Impact Group (BIG) clear and agreed upon?
- Is there a defined project management structure (e.g., Asana board, check-ins)?
- Is leadership committed to implementing feedback and best practices?

Next Steps:

- Schedule a leadership team meeting to complete this readiness assessment together.
- Identify 2–3 top priority action items to address any gaps.
- Then proceed confidently into a Feasibility Study phase.

