

OUTLINE FOR AN ENDOWMENT CAMPAIGN

The **Development Committee** is responsible for developing and implementing intermediate and long-term asset development strategies for increasing the Foundation's asset base. Although the Foundation does not conduct annual fundraising activities, building its permanent endowment is imperative for attainment of its mission. It is expected that members of this committee will assist staff in identifying prospects, facilitating contacts, be an ambassador to the Board for the role of directors in resource development, and help in establishing resource development goals. The Committee meets quarterly per year. The Executive Director provides staff support.

GOAL: To secure \$100,000 in endowed gifts of \$10,000 or more from at least 10 donors that will create an endowment fund, donor-advised or designated. Given a current expected distribution rate of 4.5% this endowment campaign will provide \$4,500 for grants to nonprofits annually.

STRATEGY: To identify a group of 20 or more prospects who would be approached in the next 3 years and asked to create endowment funds that will make grants to nonprofits.

TARGET AUDIENCE:

1. Donors with at least a five year giving history
2. Event attendees
3. Past board members, with past chairs possibly providing leadership

TACTICS:

1. Solicit and accept gifts to establish an endowment fund, donor-advised or designated, or with a five-year commitment, a Prairie Fund.
2. Use the prospect list as the core prospect group for an individual endowment campaign.
 - “Endow your annual gift to support nonprofits” – Gifts to endowed funds would be in addition to annual fund gifts until the point at which the annual distribution from the endowed fund equals or exceeds the donor’s current annual contribution.
3. Gifts to endowed funds at the Community Foundation qualify for Endow Iowa tax credits equal to 25% of their gifts in addition to normal federal charitable income tax deductions.

TIMELINE:

Year 1 Identify a campaign leadership team

Develop prospect lists

Year 2 Develop a campaign plan and case statement

Engage/educate the professional advisor community with respect to the importance of endowments

Year 3 Solicit prospects with goal of having at least 5 donors committed

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Celebrate!