

Launching a Capital Campaign

Davena Witcher



Foundation Stones

- ▶ Proper Planning
- ▶ Goal Setting
- ▶ Resource Leveraging
- ▶ Relationships

Start where you are with
what you have.

History of AMOR

- ▶ Established 2008
- ▶ Operates a 100-bed hospital in Afghanistan
- ▶ 2 U.S. employees
- ▶ 22 board members
- ▶ 50 Afghan employees
- ▶ 700 patients a month

AMOR Today

- ▶ Operates the hospital
- ▶ 10 community clinics
- ▶ Teaches health education in 3 public schools
- ▶ 5 U.S. employees
- ▶ Board of 12
- ▶ 160 Afghan employees
- ▶ Treats over 6,000 patients a month or just over 75,000 patients a year

Who AMOR is

- ▶ Vision: Building Healthy Communities Worldwide
- ▶ Mission: To improve the health status of the communities we serve
- ▶ Vehicle: Healthcare and Health Education
- ▶ Impact: *Cultivate, Dignity, Empowerment and Opportunity for the social and culturally diverse families that we serve.*

External Information

- ▶ Research
- ▶ Evidence
- ▶ Narratives
- ▶ Strategy

The need for a Capital Campaign was born:

- ▶ Ask
- ▶ Listen
- ▶ Learn
- ▶ Apply
- ▶ Do it Again!

Develop a Budget

- ▶ Develop a table of gifts
- ▶ Segregate your database by gift level
- ▶ Begin early donor engagement

Explore other Sources of funding

- ▶ Research federal and state grants
- ▶ Host an event
- ▶ Ask your major donors for multi-year pledges

Be Creative

The background features abstract, overlapping geometric shapes in various shades of purple, ranging from light lavender to deep magenta. These shapes are primarily located on the right side of the frame, creating a dynamic, layered effect. The rest of the background is plain white.

The Plan

- ▶ Reach for the stars
- ▶ Have a target
- ▶ Know your cut

Your organization is doing great work

- ▶ You have a fantastic mission
- ▶ An awesome vision
- ▶ Your need is urgent
- ▶ Your impact is tangible

The background features abstract, overlapping geometric shapes in various shades of purple and magenta, primarily concentrated on the right side of the frame. The shapes include triangles and polygons, some with thin white outlines, creating a layered, modern aesthetic. The overall composition is clean and minimalist.

Questions?

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