

## The JGA Steps to a Successful Campaign

- 1 DEVELOP** a clear, concise case statement for support that is emotionally compelling, intellectually sound and transformative in impact.
- 2 MAINTAIN** an institutional leadership and development staff that have been in place for a significant period of time and who have extensive and long term relationships with prospects.
- 3 LEAD** with a board of trustees that sets an example by making sacrificial campaign commitments that total 20% to 40% of the campaign goal.
- 4 CULTIVATE** a financially capable and well refined population of alumni, friends, corporations and foundations whose philanthropic interests are strong matches for the components outlined in the case statement.
- 5 BUILD** a strong, historical track record of successful campaigning that instills confidence in staff and prospects alike.