

CASE STUDY

Indianapolis Zoo Launches Record Campaign with Help from JGA



About the Zoo

The Indianapolis Zoo (the Zoo) is a 93-acre non-profit zoo, public aquarium, and botanical garden, and one of the largest privately funded zoos in the U.S. Incorporated in 1944, the current zoo opened in 1988 at White River State Park near downtown Indianapolis. The Zoo houses over 1,400 animals and the adjoining White River Gardens has over 50,000 plants. Annually, the Zoo attracts over 1 million visitors. The Zoo also engages in global conservation partnerships that have a significant impact on species and habitat survival. More than just a world-class attraction, the mission of the Indianapolis Zoo is to protect nature and inspire people to care for our world.

Launching a Transformative Campaign

To fund several new facilities, visitor welcome space, and conservation collaboration programs, the Zoo sought input from key supporters to ensure campaign messaging was exciting and inspiring. Along with a review of organizational structure and donor data, this helped launch campaign planning.

Because the Zoo has powerful local presence and a national conservation mission, interviews expanded to include national stakeholders. This led to a \$53M campaign goal, the largest ever undertaken by the Zoo.

"We talked with people who were not only long-standing donors but people who were new to the Zoo," says Ted Grossnickle, JGA senior consultant and founder. "The Zoo needed a planning process that was exciting to donors, and the Zoo took the time to get it right."

This process has been key to success. The campaign is currently tracking ahead of pace and a highly successful outcome is anticipated.

"JGA has strong expertise on the national, regional, and local level. Their team brings an experienced perspective and external voice that provides insight that is invaluable when leading a campaign."

— Karen Burns, Executive Vice President

JGA's Data-Driven Consulting

JGA's mission is to provide authentic, relationship-centered consulting to help you meet your mission goals. This includes:

- ▶ **Feasibility studies** that help guide a campaign, establish key focus areas, and determine major donor readiness to give.
- ▶ **Campaign counsel** to take your team through the journey of engaging transformative philanthropy.
- ▶ **Audits and development plans** that help you understand your strengths, and opportunities for improvement across people, systems, and messaging.
- ▶ Analysis of your donor base and supporters to identify the highest capacity and most ready donors with **JGA's Acuity® Insights**.
- ▶ A trusted partner who **customizes our approach** to your mission, history, values, and key objectives.

95% 

of JGA-guided campaigns met or exceeded goal

\$7.3  BILLION

tested in nearly 200 JGA-led feasibility studies since 2000