



**Grinnell FINANCE COMMITTEE Meeting
MONDAY, JANUARY 7, 2019 AT 7:00 A.M.
IN THE LARGE CONFERENCE ROOM ON THE 2ND FLOOR
OF THE CITY HALL**

TENTATIVE AGENDA

ROLL CALL: Wray (Chair), White, Hansen.

PERFECTING AND APPROVAL OF AGENDA:

COMMITTEE BUSINESS:

1. Consider approval of Veterans Memorial Commission's Capital Campaign agreement with Amperage Marketing and Fundraising.

INQUIRIES:

ADJOURN:

move the needle



AMPERAGE

MARKETING & FUNDRAISING

MOVE THE NEEDLE

Grinnell Veterans Memorial
Commission
Capital Campaign Proposal

December 3, 2018

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Grinnell Veterans Memorial Commission Capital Campaign

Now that we have assessed the feasibility of your project, it's time to roll up our sleeves and begin the capital campaign. The community recognizes what an asset the Grinnell Veterans Memorial Building is to the area. The majority touted plans to renovate the building and incorporate a national arts residency. We heard one interviewee say, *"I think new ideas are exciting. Love bringing new life to underutilized space."* Now we must put together the team that will raise the necessary dollars to achieve your goal.

Successfully raising at least \$1.5 million for the planned renovations will take the time, talent and resources of many dedicated individuals. It will also take the partnership of a consultant you can trust to help you turn your vision into reality—an experienced fundraising consultant who knows what it takes to identify and reach individuals, businesses, government entities and foundations with the power to give. That partner is AMPERAGE.

The findings of the implementation study created the blueprint for your effort. It's time to form a partnership with AMPERAGE to help you take that blueprint off the drawing board and onto the Central Park site. We've got the tools you'll need to construct a campaign structure that ensures success.

Thank you for the opportunity to submit this proposal to you. We look forward to sharing more about how we can help you reach your goals and **move the needle** on this exciting project.



The Fundraising Campaign

“The Foundation has seen strong growth in dollars and donors since we did the three-story campaign. There is not a time when I am not thankful that we selected AMPERAGE to help us raise the funds we needed for that project. Since then, the Foundation has continued to grow in awareness and dollars.”

Nancy Grandgenett-Besch | Foundation Director
Kossuth Regional Health Center | Algona, Iowa

AMPERAGE will design a plan to help ensure the success of the Grinnell Veterans Memorial Building fundraising campaign so your goal can be reached. Our work with you will begin effective February 1, 2019.

1. Case for Support

As part of the partnership, AMPERAGE will collaborate with you to create the case for support. This document will describe your project in depth and give rationale for the need. The case for support is a critical document that must reflect the overall need and convey a sense of the planning and process that has preceded the campaign. The case for support must be in an easy-to-read, clearly presented format. AMPERAGE will guarantee the message is as powerful as the project.

2. Pre-campaign Preparation

As your organization readies itself for the challenges of a fundraising campaign, AMPERAGE, in partnership with campaign leadership, will:

- Conduct a pre-campaign public relations effort to strengthen potential donors’ familiarity with your project — we’ve spent years in newsrooms and know how to get your story covered
- Develop the campaign theme and logo
- Write and design the campaign case statement for support
- Establish a campaign timetable — from pre- to post-campaign



- Assist with donor research and prospect rating and review procedures, including the development of the gift table:
 - The implementation study will provide the important basis of determining the gift table as well as top donor prospects.
 - Information learned in the study as to what key factors appeal to prospects will help guide donor research during the campaign.
 - Donations, especially lead and major gifts, are built on relationships. Our prospect evaluation process will take those already closest to you through a review of current and potential donors to develop your final list for the campaign.
- Develop training materials and train volunteers and commission members on the art of asking
- Providing AMPERAGE's web-based *Donation Generator*[®], a customized donation tracking system to keep you connected with your donors and volunteers
- Produce a campaign video that will strike **an emotional chord** with donors by allowing them to visualize the need, its importance and how they can help.

Video details:

- Up to five interviews with remaining time for shooting b-roll
- Travel to up to two main locations
- Scriptwriting
- Editing of video—two rounds of revisions
- Project coordination
- Single professional voiceover
- Up to two music cuts
- Six DVD copies: copies of seven or more will need to be mass-produced and quoted in advance of ordering
- Encode the video as compressed flash video to be placed on your website
- Make video content available to media at campaign kickoff



- Create a short video at the halfway point of a campaign (which may be shown via your Facebook account)
- When the campaign is within 10 percent of goal, create a short video (which may be also used to tell your story through digital strategy)

And because we will have an intimate understanding of the campaign and its goals and aspirations, whatever we produce will be on target, sending the right message to the right audiences.

3. Ongoing Campaign Support

As the campaign moves through its stages, AMPERAGE will help you conduct your campaign every step of the way, with tools such as:

AMPERAGE's *Measurements of Success*[™]

Our campaign-proven benchmark system provides an instantaneous method of measuring your progress. This permits us to make adjustments at each phase to ensure your campaign remains on the fast track to reaching your goal.

Typically donors look to how an organization's "family" supports a project before they consider their own gifts. Therefore, you will solicit the insiders first. Following the "family phase," your efforts will focus on the leadership level. Between 80 and 95 percent of the dollars raised will come from this special group of individuals and corporations.

Following the leadership phase, the campaign will move into the major gifts phase, and then into the public phase, when the general public will have the opportunity and be encouraged to contribute.

4. Post-campaign Analysis

Many organizations consider the campaign finished when the goal is met. Doing so can be a costly mistake. **The end of one campaign is but the beginning of the**



next. A detailed analysis of all campaign elements forms a strong foundation for future fundraising activities. AMPERAGE will take you through a detailed post-campaign exercise from which we will create a valuable document for future fundraising endeavors. We do this at no charge to you as a value-added service.



What You Can Expect From Us

Many consulting companies will limit you to a number of contracted days, regardless of how your campaign is progressing. At AMPERAGE, we believe your consultant should be a partner throughout the process until a successful conclusion is in sight.

How can anyone provide an accurate estimate of the number of consulting days you'll need before knowing much about your circumstances? Our approach frees you to concentrate on the campaign rather than the clock.

The terms of our contract are simple: Either party may cancel the consultation agreement at any time. And any supplemental project AMPERAGE undertakes on your behalf — printing, video production, donor recognition premiums and special event coordination — is bid in advance. No hidden costs. No money spent on your behalf without your approval.

Justin Tolan will serve as counsel for the campaign. The entire 50-person staff of AMPERAGE will, at one time or another, be directly involved.

Proposed Investment:

Your consultant investment includes this list of services provided throughout the campaign:

■ **Pre-campaign planning**

1. Analyze public perception and design of public awareness campaign
2. Audit the various Facebook and website venues (Prairie Star Residency, Greater Poweshiek Community Foundation, City of Grinnell and Grinnell Veterans Memorial Commission) to ensure collaborative, consistent messages
3. Attend pre-campaign planning meetings
4. Write and design case-for-support document, including professional



photography

5. Design campaign logo and theme
 6. Assist with identification of campaign leadership
 7. Consult on gifting methods, e.g., cash, pledge, securities, etc.
 8. Calculate giving table
 9. Plan and coordinate rating and review of donor prospects
 10. Assist with identification of prospects
 11. Assist with identification of grant sources
 12. Produce campaign video that will help donors visualize the need, its importance and how they can help
 13. Create naming opportunities and donor levels
 14. Set up proprietary software, *Donation Generator*[®], to establish online communication among volunteers, campaign leaders and staff
 15. Develop volunteer handbook and training materials
 16. Train volunteers and trainers, emphasizing 15 solicitation tips and strategies
 17. Develop campaign timeline
 18. Provide additional services as needed for the success of the campaign
- **Ongoing campaign support**
 1. Accompany volunteers and staff on fundraising calls as needed
 2. Design monitoring system to track fundraising activities
 3. Implement gift-acknowledgment and pledge-collection system



4. Attend ongoing campaign meetings
5. Write and design direct mail materials
6. Write and distribute press releases
7. Review grants and assist with initial grant preparation
8. Recommend strategies for ongoing volunteer communication
9. Structure campaign kick-off events and volunteer rallies
10. Provide additional services as needed

Conduct *Measurements of Success*[™] throughout the campaign.

- **Post-campaign analysis/report**

Investment for unlimited consultant assistance to conduct a \$1.5 million campaign, including a campaign-specific fundraising video and *Donation Generator*[®] campaign software **\$91,978**

Additional Professional Fundraising Registration in states GPCF is currently registered in but AMPERAGE is not (fee is valid for two years only; additional years and any additional states added later will be invoiced as an out-of-pocket expense) **\$5,026**

Less AMPERAGE in-kind campaign contribution of \$2,000 **- \$2,000**

TOTAL **\$95,004***

*Plus out-of-pocket expenses such as travel, printing and meals. May be divided into 12 bimonthly installments of \$7,917.



quote

I have agreed to retain AMPERAGE to serve as campaign counsel for Grinnell Veterans Memorial Commission effective February 1, 2019. The scope of work has been outlined in the proposal dated December 3, 2018.

The investment is \$97,004 minus a \$2,000 in-kind gift from AMPERAGE, for a total of \$95,004, plus out-of-pocket expenses. The agreement calls for an initial investment of \$7,917 at the signing of the contract and 10 additional bimonthly installments of \$7,917, commencing on April 1, 2019. The 12th and final installment will be invoiced after the successful completion of the campaign. Out-of-pocket expenditures such as travel, printing and meals, will be invoiced monthly. At the time of any cancellation by either party, the \$7,917 bimonthly payments will stop. Work completed will be reconciled at AMPERAGE's \$120/hour hourly rate and will either be prorated to the date of termination and refunded, after reducing it for any outstanding out-of-pocket expenditures, or billed for the remainder of outstanding hours, in addition to any outstanding out-of-pocket expenditures.

Target deadlines and timelines will be determined upon receipt of the signed quote. The quote is subject to revision if the scope of work is changed at the client's request. The quote is valid for 120 days.

Custody of Fundraising Contributions:

AMPERAGE Marketing & Fundraising, in its role as a professional fundraising counsel to Grinnell Veterans Memorial Commission, will not at any time have custody or control of fundraising contributions.

Type and Volume of Fundraising Solicitations:

Grinnell Veterans Memorial Commission will exercise control and final approval over the type and volume of fundraising solicitation content produced by AMPERAGE Marketing & Fundraising.

Grinnell Veterans Memorial Commission approval to proceed with project:

Printed Name:
Title:
Signature:

Printed Name:
Title:
Signature:

Date:

Date:

Organization's legal name:
Registration number:
Street address:

Accepted for AMPERAGE Marketing & Fundraising by:

Contact party:
Party's daytime telephone number:

Bryan Earnest
President & CEO
December 3, 2018