We build strength, stability and self-reliance through shelter.
Overview

- Identify need and outline a plan
- Conduct feasibility study
- Write case statement
- Cabinet solicits gifts
- Build the project
- Steward campaign donors
Identify need, outline plan

- Staff of 6 split across 3 locations
- ReStore building too small, no land
- ReStore building needing much repair
- Poor off-site storage
- Don’t have internal capacity for campaign
- Need to move in order to grow
We build strength, stability and self-reliance through shelter.
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Off-site Storage

We build **strength**, **stability** and **self-reliance** through **shelter**.
126 North Baker Street
in the beginning...

Future Office

Future ReStore:

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Engage a Consultant

- ENSURE BOARD SUPPORT
- Conduct feasibility study
  - Focus groups
  - Personal interviews
- Support creation of case statement
- Validate case with stakeholders
- Develop prospecting list
- Aid development of communications plan
- Develop cultivation tools, train volunteers
- Support community event planning

Laura Eddy, Crescendo Consulting
Role of Board Members

The Board MUST help:

• Recruit interviewees for Feasibility Study
• Recruit committee members
• Serve on one or more committees (Steering, Communications, Building, Event, Cabinet)
• Assist in solicitation of prospects
• Assist in planning, implementing Ask Event
• Lack of board involvement would be a deal breaker for our consultant
Why a Feasibility Study?

• Examine plan for effectiveness, efficiency
• Introduce project in non-biased manner
• Identify favorable and challenging factors
• Identify key stakeholders, prospects
• Identify volunteer leadership potential
• Make recommendations for a successful capital campaign
• KEY: Consultant wouldn’t engage without one
Purpose of Study

- Measure readiness and awareness level of the community and area philanthropists
- Identify potential conflicts with other campaigns
- Cultivate prospective contributors and campaign leaders
- Provide opportunity for community leaders to voice their opinions
- Assess how much money can be raised
- Recommend $ goal, preliminary timetable
Feasibility Study Method

Amanda

- Write mini-case introducing idea (handout)

Consultant

- Send letter requesting interviews
- Make follow-up calls, conduct interviews
- Summarize findings
- Present findings to board
Write Case Statement

• Convene a Communications Committee: members of philanthropic community
• Invite them to help develop the case
• Incorporate feedback from feasibility study
• Convert members to supporters, create Campaign Cabinet
We build **strength**, **stability** and **self-reliance** through **shelter**.
Cabinet Solicits Gifts

- Committee members expand prospect list
- Develop gift range chart and supporting materials (handout)
- Cabinet members take 10 prospects
- Make asks: cabinet member + Amanda
- Bi-weekly meetings: stay active, engaged
- Celebrate successes!
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Nontraditional Approach

Invited area builders and suppliers to a free happy hour for a campaign presentation.

Soft ask, emphasis on follow-up
Build the Project

• Work with architect to design
• Convene Building Committee to help with connections, project decisions
• Work with volunteer project manager to facilitate bid process
• Engage contractors through in-kind contributions
• Use volunteer labor wherever possible
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Our new ReStore

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Steward Donors

• Ribbon cutting and dedication for office
• Private gathering at a cabinet member’s home
• Full-page recognition ad in Winona Post
• Campaign progress letter
• ReStore grand opening and ribbon cutting
• Donor wall unveiling (TBD)
We build strength, stability and self-reliance through shelter.

We LOVE you!

Full page ad in the Winona Post to thank businesses that made in-kind gifts of goods or services.
Dedicated to the Holy Spirit, the hard work of many volunteers, and the vision of Leiha Larson who saw the need and did something about it.

Habitat for Humanity ReStore • Winona-Fillmore Counties • established 19__

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Questions

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