

## **Learning Module 4**

**12:45 p.m. to 2:00 p.m.**

**“If you build it, will they come?”** *“How do we maintain campaign momentum throughout an evolving organizational landscape?”*

### **Description:**

Capital campaigns have a beginning and an end, but usually go on for several years. Capital campaigns are a great way to get your donors, friends and volunteers excited about fundraising for a new project for your organization. With the excitement of a new project, there is frustration as well. Questions arise such as: *Are we ready for a campaign?; How long will the campaign last?; How do you sustain your annual fund while fundraising for the campaign?* We will answer all of these questions and more, while providing you with information to run a successful capital campaign.

### **By the end of this session participants will learn:**

- 1) How to reach your fundraising goal in this designated time frame**
- 2) How to keep your donors excited about the project**
- 3) How to continue to raise money for day-to-day operations**

### **Panelists:**

- **Melissa Berliner (Moderator)**; Consultant - Campbell and Company
- **Anedra Kerr** - Market Vice President of Development at Advocate Christ Medical Center, Advocate Hope Children’s Hospital and Advocate Trinity Hospital
- **Sarrah Rathbone**; Director of Development, Campaign Manager, DePaul University.