You’re ready for a capital campaign. You’ve assembled a team of staff, fundraising consultants, and board members, determined the campaign’s feasibility, and hammered out a strategy. You’re on your way—but how do you translate all of that hard work into tools that will make it easy for your supporters to connect with your campaign? That’s where Big Duck comes in. Building upon your strong foundation, we create capital campaign communications that are deeply connected to strategy, developed around your organization and team, and aligned with your brand.

Great Campaign Communications...
Example: Innovative cancer organization needed an equally groundbreaking capital campaign

After listening to key stakeholders and supporters, Big Duck and Multiple Myeloma Research Foundation worked together to create capital campaign materials around a powerful donor-centric concept.

The highlighted “321 Cure” concept echoed the campaign’s goal to raise $50 million over three years to fund three modes of innovative research, a goal that they successfully reached.

The pocket brochure featured personal stories, scientific data, and research goals.

Example: State symphony capital campaign gets real

Using sports photography to capture symphony musicians playing rare string instruments, the New Jersey Symphony Orchestra’s campaign communications emphasized the unusual nature of this acquisition.

The $52 million campaign supported the Golden Age Collection—the very collection the campaign funds would allow NJSO to acquire, endow and maintain.

The campaign materials emphasized that, if acquired, the Golden Age Collection instruments would actually be played by Orchestra musicians.
Parent Project Muscular Dystrophy
Parent Project Muscular Dystrophy—an organization committed to advancing life-saving research on Duchenne—needed a flexible, comprehensive print piece that could be used as a major donor resource in an $18 million capital campaign. We also created a progress report and pledge sheet that could be inserted into the folder as needed.

The Hastings Center
The Hastings Center is a bioethics think tank that brings together influential thinkers to grapple with controversial issues, producing reports that inform lawmakers and leaders. When the Center became interested in exploring the feasibility of a capital campaign, Big Duck developed a concept to support the exploration, giving board members and early donors something tangible to consider as they explored the feasibility of a large campaign.

Women’s Funding Network
The Women’s Funding Network, a major grantmaker for women’s causes nationally, spearheaded the Million Dollar Woman initiative—a $1 billion capital campaign to recruit high net-worth women to make a minimum million dollar commitment, boosting the financial resources of the women’s movement. Big Duck worked with the initiative to create materials that would help make the case early on, including a campaign video in the leadership gifts phase. Today, the successful initiative is known as “Women Moving Millions.”

Equality Initiative
Catalyst, the International Center for Research on Women, and the White House Project formed the Equality Initiative Partnership, a project to increase awareness of several key women’s equality issues. We created a major donor presentation and video to support initial fundraising and helped the Initiative build an awareness campaign once it was ready to launch publicly.
What do you really need?
The "right" materials are determined by the phase of your campaign. Consider using less formal, more flexible materials early on, and focus on comprehensive, tightly designed pieces during the later phases.

Leadership Gifts Phase

**GOAL**

Get key insiders to share ideas and shape the case.

**WHAT YOU NEED**

Personalized, flexible documents and decks. This is where you craft your "case."

For a Masa Israel Journey North America campaign, Big Duck developed a PowerPoint deck that could be shown from staff members' iPads.

Major Gifts Phase

**GOAL**

Inspire major gifts from supporters who already feel connected.

**WHAT YOU NEED**

Printed case statement, deck, pocket folder and other tools you can use flexibly.

We created a customizable pocket brochure that could be distributed to major donors.

Public Phase

**GOAL**

Inspire wider audiences to make it easy to give to the campaign.

**WHAT YOU NEED**

A range of printed and online information.

This leave-behind print piece worked as a digest of the major donor pocket brochure, easily distributed to wider audiences.
Bringing your campaign to life

Big Duck collaborates with your fundraising staff and consultants to bring your leadership’s capital campaign vision to life through a compelling concept and theme that tell the right story. Our strategists and creatives write, design, and produce engaging materials at all stages of your campaign, from the first step to the last.

Your team and ours will be guided by Big Duck’s project managers who work diligently to make our work together as smooth as possible, keeping us on track, on budget, and on time.

We also believe strongly in brand alignment, so we’ll make sure your capital campaign communications fit in with your overall communications.

Consulting to get you on track

For organizations with the capacity to develop communications in-house, Big Duck can also provide as-needed consulting to make sure you’re heading in the right direction. We’ll lend our expertise to your team, giving them the guidance and feedback they need to keep your capital campaign communications smart and effective.