

An Insider's View: the Second MtA2C Capital Campaign
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November 18, 2015



- *Campaign Structure & Goal Setting*
- *Fundraising Strategy*
- *Communications*

Campaign Structure

2005-6 MtA2C Campaign:

- One partner as fiscal agent for all campaign gifts
- Shared donor information
- Shared campaign staff

2015-18 Campaign:

- MtA2C umbrella over coordinated local campaigns
- Shared communications and joint asks
- One partner as fiscal agent for joint gifts – each partner handles own gifts
- Coordination on overlapping donors – each partner works with own donors
- Shared Coordinator, Communications staff and regular Campaign meetings but each partner hires own fundraising staff



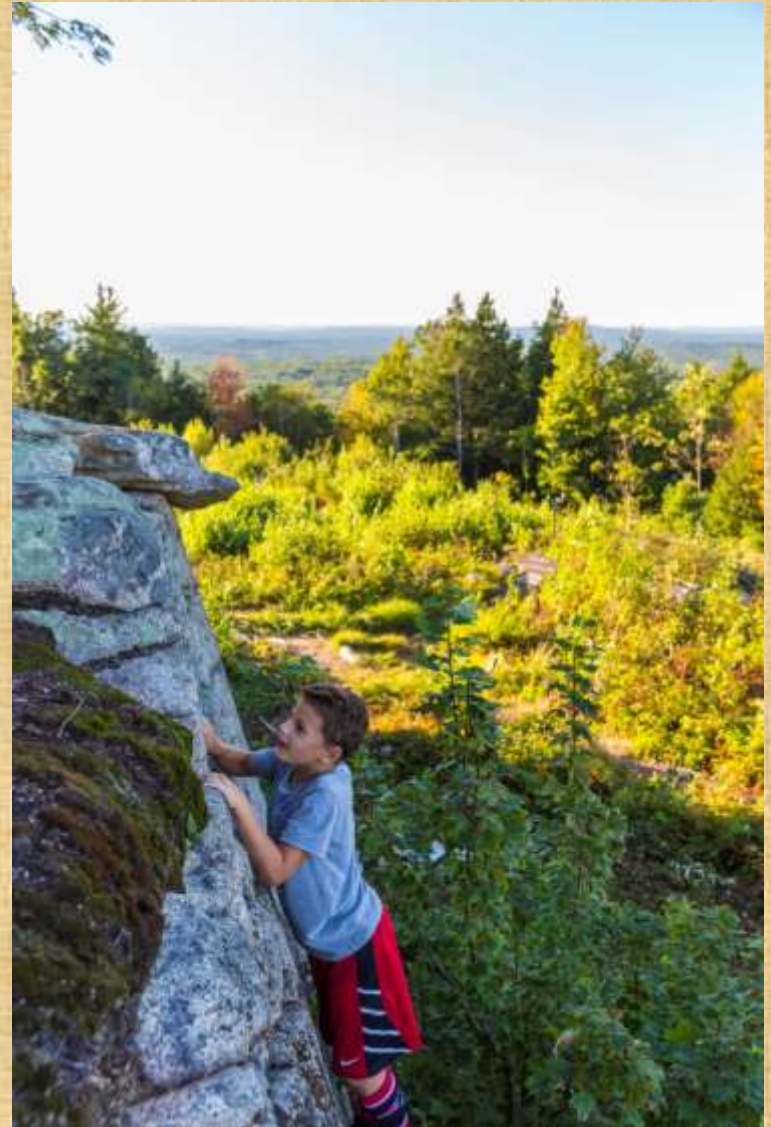
Campaign Goals

- **Feasibility Study?**
- **Long-term - \$50M need to reach ultimate 19,000 acre goal (by 2032)**
- **Short-term - \$12.5M and 1,500 new acres conserved**



Fundraising Challenges

- **Unexpected fundraising challenges**
 - Land for Maine's Future
 - Private Foundations with new focus
- **New Fundraising Focal Areas**
 - Town Bonds/Funding
 - Donations of Land and Easements
 - Engaging New Members and Supporters





Mount Agamenticus to the
Sea Conservation Initiative

Brave Boat Headwaters
("Headw-otters") Preserve

Town bond passage - \$275K!
\$325K total in local funding



Messaging

- Traditional and older donors and supporters:
 - Legacy for future generations
 - Responsibility to care for wildlife, ensure clean water
- Younger People, Young Families, New Members/Supporters:
 - Experience
 - Quality of life
 - How and where to get outside
 - Activities for families/kids
 - Bringing Community Together



Communication Tools

- Photographs – with PEOPLE!
 - Photo contest
 - Professional
- Case Statement Brochure
 - Vision not specifics
 - Large beautiful photos
 - Quotes and people photos
 - Not a lot of text or details
- New Website
 - Tablet/phone friendly
 - Focus on User
 - Highlights ways to Get Outside and Involved
- Video
 - Short!
 - Emotive
 - Beautiful



Be Here Forever Video