

THE MCADAMS GROUP

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The first rule of fundraising for green buildings - honor the building!

10 Things to Consider Prior to Initiating a Green Building's Capital Campaign **By Jan McAdams**

1. Have you developed a business plan that demonstrates your agency's ability to support the building's operating expenses after construction?
2. Do you have the start up funds to support the expenses of a capital campaign? (3- 10% of the total campaign goal is a suggested fundraising/development budget to cover the cost of Solicitation Kits, Media Kits, Consultants, Travel to Meetings with Funding Agencies, etc.)
3. Who is on the project's "Green Team?" Who is the project "Champion?" Are 100% of the Team Members Positive, Motivated, and Excited, i.e. ready to start fundraising?
4. Who are the project's initial stakeholders, affiliations, and alliances? Are there at least 10 such entities committed to the project?
5. What is the Project's Mission, what are the Green/Sustainable Design Goals? (i.e. What type of pre-design planning and programming has taken place?)
6. Can you name at least 5 of the project's Education/Outreach Goals? What tools will you use?
7. Do you have a 1-Page Project factsheet or brochure highlighting the information in # 1-6 on this list?
8. Have you started the development plan, i.e. Created Fundraising Goals? Do you have a list of your green building project's top 10 funding prospects?
9. Can you justify the need for the project, i.e why do you need this building? This question dovetails with # 1-The Business Plan for this project. The justification statement for the building should address such things as a waiting list for services, expanded services to your clients and the community, who will occupy the building, i.e Who needs this building and can you prove it is needed?)
10. Have you created a "Project Timeline" that addresses all the various schedules that come into play during the design and construction of a green building: Site Control, Fundraising, Pre-Design Charrettes, RFPs for Architectural and Engineering Services, Construction, etc? Set a reasonable goal for the building's grand opening as funding sources are more likely to support a project that has timeframes, momentum and a credible plan for completion.



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