



A major fundraising campaign: a tool to bring your organization's large-scale projects to fruition



A number of charitable organizations are looking for ways to make their major development projects a reality. Undertaking a major fundraising campaign is often the best way to achieve that goal.

Generally speaking, the aim of a major fundraising campaign is to realize large-scale projects (expansion, construction, renovations; acquisition of medical, computer or laboratory equipment; creation of chairs or capitalized scholarship funds, etc.) that cannot be funded by annual fundraising operations, as the latter are usually designed to support the organization's operations. Major campaigns are conducted in accordance with the organization's needs (often every 7 to 10 years) and are designed to obtain pledges for substantial contributions that can be spread over several years (3 to 5 years).

The essential elements of a major fundraising campaign are:

- a **campaign plan** and a realistic operational **timetable** that is geared to the prescribed financial objective. Depending on the financial objective, a major campaign generally takes 15 to 24 months to prepare and implement;
- **donors** who are willing to generously support the projects to be funded by the campaign, in sufficient numbers to meet the financial objective set by the organization. A preliminary market study (how much can be raised? is there solid support for the projects to be funded? are there influential leaders who can be counted on to get involved?) will help ensure the support of future donors and optimal chances of success;
- **influential leaders** from the community who are willing to get involved as volunteers and set an example to inspire other community leaders and prospective donors to generously support the cause they are defending;
- **projects** to be financed by the campaign that can be viewed as **important and urgent** to improve services to the community.

To the extent that an organization is able to ensure these four elements, its major fundraising campaign will be headed for optimal success

Three basic criteria

Three basic criteria for prospective donors must also be taken into account in organizing the campaign:

1. The donor is able to make a donation on a par with the contribution that the organization expects.
2. The donor knows the person soliciting him or her, and that person has a very positive influence on the donor.
3. The donor is familiar with and values the services provided by the organization.

If the donor fails to meet any of these criteria, there won't be a donation. If the donor only meets one of the criteria, the chances of succeeding are slim and the donation may be meagre as well. With two out of three, the organization has a very good chance of obtaining a donation. And with three out of three, it has optimal chances of obtaining a substantial donation that meets its expectations.

There is one last thing that should be considered in organizing the campaign, and that is Pareto's Law. When applied to philanthropy, it means that 20% of donors will contribute 80% of the prescribed financial objective. Increasingly, organizations are discovering that 10% of the donors are contributing 90% of their financial objective.

Wishing you successful campaigns in all your organizations!

Christian Bolduc, LL.B., CFRE
Partner, President and Chief Executive Officer

A new recruit with outstanding experience, Robert Tremblay will become our Director responsible for Development of Alumni Networks



Robert Tremblay graduated from Université Laval with a Bachelor's degree in Administration (1975) and earned a certificate in Public Relations from the same university (1977). Since 1990, Robert has been a member of the Ordre des administrateurs agréés du Québec.

For more than 32 years, he has worked to promote the advancement of Université Laval, and served as executive director of its alumni association (Association des diplômés de l'Université Laval – ADUL) for the last nine of those years. This alumni association created in 1948 is now one of the most dynamic in all the French-speaking universities in Canada. ADUL has 32 employees, represents 212,000 alumni, and has 48 alumni clubs around the world, 27 of which are located in Canada.

As an early retiree with a rich wealth of experience and a solid reputation in the Greater Quebec City Region, Robert is an invaluable resource for our consulting firm. His involvement will help us develop our current networks and create new ones with college and university alumni

Jean-Nicholas Marziali, Regional Director for the Maritimes, now a partner

Jean-Nicholas holds a Bachelor of Law degree from the Université de Sherbrooke and a Master's in Public Administration from the École nationale d'administration publique (ENAP), and has been a member of the Québec Bar Association since 2002. Before joining the firm of Bolduc Nolet Primeau & Associates, he worked for a variety of organizations between 2000 and 2003, including the Québec Public Curator's office and the École nationale d'administration publique. In May 2004, Jean-Nicholas became a consultant with our fundraising firm. Since then, he has supervised five fundraising campaigns and as many feasibility studies for our Maritime clientele. Since March 2006, he has been directing the firm's operations in the Maritime provinces.

Our firm officially opens a new office in the Greater Quebec City Region



From left to right, Jean-Guy Lewis, Jacques Primeau, Jean Robert Nolet, Christian Bolduc et Jean-Nicholas Marziali

To better meet the needs of our growing clientele, Bolduc Nolet Primeau & Associates has just opened a new office in Quebec City. To celebrate the event, 80 people assembled at the Cercle de la Garnison de Québec on September 19 for a late afternoon cocktail event.

Bolduc Nolet Primeau & Associates is now the first fundraising consulting firm to officially set up operations in the Greater Quebec City Region.

As you will recall, the firm opened a regional office in Moncton, N.B. in 2006, and an office in Halifax, N.S. last June. Our head office is located in Montreal.

*Using time wisely
to create a better world*