



Township of
Lucan Biddulph

Fundraising Feasibility Study Final Report

October 15, 2019



Creating capacity • Connecting community

Objectives of the Study

- Test \$3 million goal
- Determine capacity
- Community perceptions
- Identify potential contributors and leadership candidates
- Identify obstacles and opportunities

Study Status Report

- 64 interview candidates identified letters sent
- 22 interviews completed
- 15 declined
- 7 confirmed unable to connect
- 15 cold calls no response
- 3 unable to find phone numbers
- 3 calls made to each candidate

Image & Awareness

- Limited awareness of plan
- Word of mouth
- Almost everyone recognized the value that a community centre has to the quality of life in a small Ontario municipality.

Case for Support

- Something for everyone
- A focus on wellness, healthy lifestyles and the quality of life in the Township of Lucan Biddulph
- Identify the range and scope of activity that will take place at the Community Centre
- Attracts families and businesses

Challenges

- Not a lot of businesses
- Lack of community awareness
- Concern in community about Council and Township staff process and handling of capital projects
- Will get little support from surrounding communities

Potential for Support

- Most interviewees are unsure whether a \$3 million campaign goal is attainable
- Big goal for a small community
- Majority questioned availability of major gifts

Potential for Support

Is \$3 million an attainable fundraising goal for this project?

Yes	No	Not Sure
7	6	9

Personal Support

When given the opportunity, do you think you will make a donation to the Lucan Community Centre

Yes	20
No	2
Not Sure	0

Personal Support

HIGH	LOW	# of Gifts
\$100,000	\$100,000	
\$100,000	\$50,000	2
\$50,000	\$25,000	4
\$25,000	\$10,000	5
\$10,000	\$5,000	5
\$475,000	\$275,000	16

Leadership

Can you identify an obvious champion to help lead the campaign?

31 names suggested by interviewees as having potential to assist with a campaign

Would you be willing to participate in the campaign as a campaign volunteer?

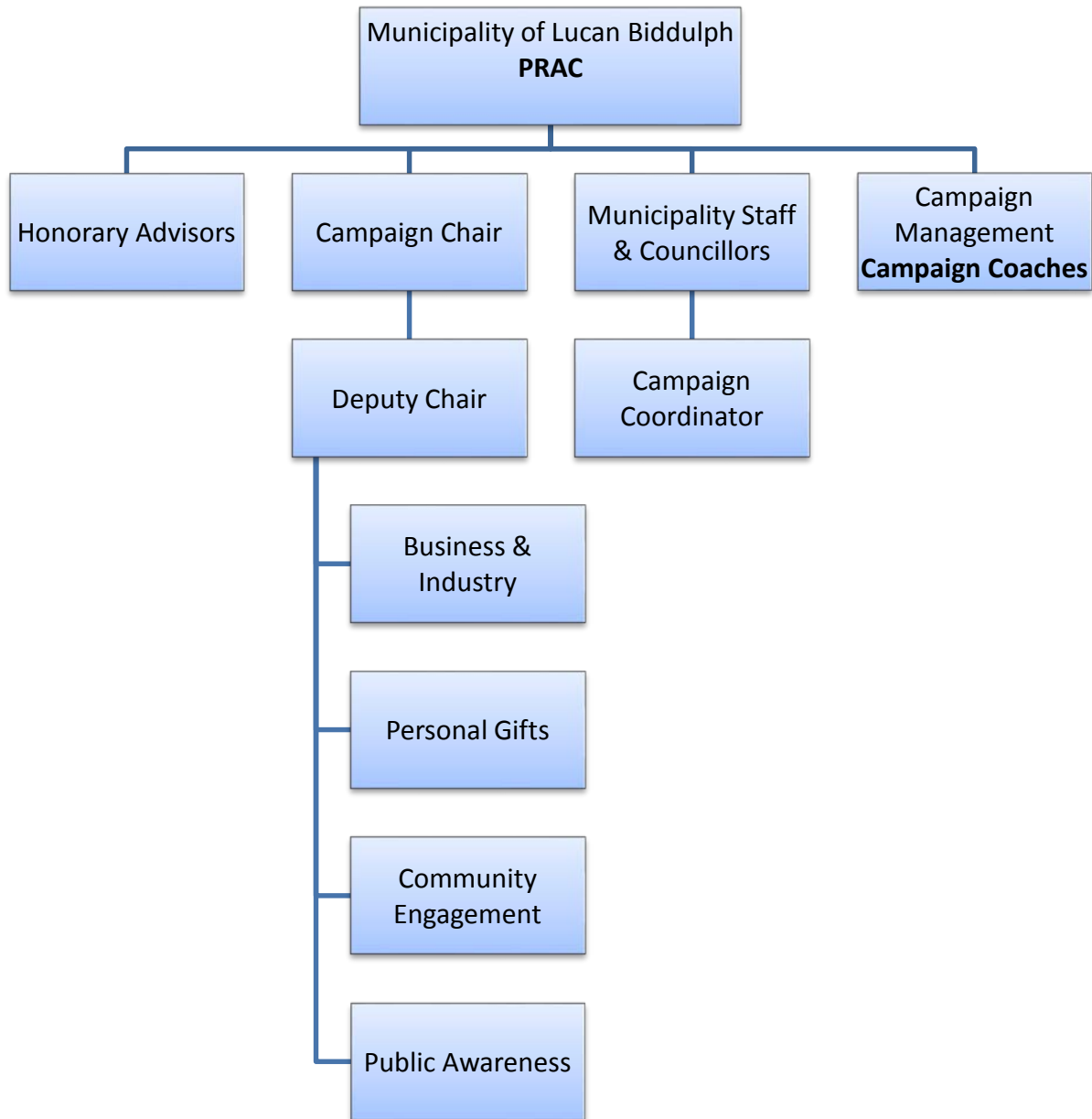
Yes	No	Not Sure
3	10	9

Recommendations

Campaign Goal \$1,000,000

Campaign TimeLine

- Readiness Nov. 2019 – Feb. 2020
- Campaign March – October 2020
- Wrap Up October 2020



Next Steps

Campaign Stage	Dates	Projected Milestone
Readiness	Nov. 2019– Feb 2020	<ul style="list-style-type: none"> Re-write the Case for Support Prepare Campaign Materials Prepare Campaign Plan Prepare Volunteer Campaign Manual Recruit Leadership Team Team Orientation & Training Prospect identification
Quiet (\$25,000 +)	Mar. 2020 – June 2020	<ul style="list-style-type: none"> Prospect evaluation and assignment Initiate campaign solicitation Focus on major gift solicitation
Community Campaign	May – Oct. 2020	<ul style="list-style-type: none"> Community engagement strategy Complete leadership gift calls
Wrap Up	Oct. 2020	<ul style="list-style-type: none"> Finalize campaign Thank volunteers and donors Pledge Redemption Process

Gift Chart

# Required	Suggested Gift	Total	Cumulative Total
3	\$100,000	\$300,000	\$300,000
4	\$50,000	\$200,000	\$500,000
8	\$25,000	\$200,000	\$700,000
10	\$10,000	\$100,000	\$800,000
20	\$5,000	\$100,000	\$900,000
25	\$2,500	\$62,050	\$962,050
Many	<\$1,000	\$34,950	\$1,000,000

Questions

