About Us | Leadership

Eric Moraczewski – CEO

• Led largest PPP in NPS history (Renovation of the Gateway Arch)
• Spoken to NAFTA, World Urban Parks and many others on impacts of museums and green space

Dion Brown – Managing Director

• 15+ years of nonprofit leadership (12 in C-Suite)
• Led several major construction/renovation projects for nonprofits
30+ YEARS working for and consulting for nonprofits, small businesses and public-private partnerships

$1 BILLION Leadership roles in museum design and construction work projects of well over

$100 MILLION raised for capital campaigns, membership programs and sponsorships

1.5 BILLION media impressions covering our projects

6.5 MILLION MUSEUM VISITORS Brought in crowds of more than 6.5 million visitors while in leadership roles at museums

PUBLIC SPEAKING Spoken at conferences in five countries with NAFTA, World Urban Parks, American Alliance of Museums, Association of African American Museums and the Association for Corporate Growth

20+ AWARDS received for work on museums, nonprofits, public-private partnerships and small businesses

GLOBAL EXPERIENCE Museum work on four continents and in 20+ countries

Developed millions of dollars of earned income opportunities
KEY TAKEAWAYS
Key Takeaways

- Discover the different types of campaigns people are running today
- Identify the needs during the capital campaign
- Hear from experts across the country on how to apply their experiences
TYPES OF CAMPAIGNS
Types of Campaigns | Options

- Traditional - Capital Intensive Project
- Capital Campaign + Endowment
- Capital Campaign + COVID Losses
- Destroy the Debt
Types of Campaigns | Decisions

Feasibility Study must be a part of the initial steps, identify which of the campaigns your supporters will engage.

What are the most glaring needs coming out of the time of stress?

How will you message the campaign, especially relating to external stresses (Pandemic/Market Crash/etc.)?

How will that messaging be received?

What do we need to be successful?
FEASIBILITY
During a time of stress, it is not atypical to see a lack of/decrease in board engagement, either preoccupied with their own businesses/interests or more concerned with general every day and not wanting to put focus on the future.

Historically, willingness to give has followed the stock market. Today, there is a split decision from interviewees saying go now (high stock market) and wait (COVID).

How does the time of stress change your interview/in-person contact perspective. For example, some are asking to wait until post-COVID.
Feasibility | Decisions

1. Will your donors be corporate or individual, how is this represented in the feasibility study?
2. What opportunities exist for the organization through the capital campaign (i.e. types of campaigns)?
3. Does the capital campaign committee agree with the goals/opportunities of the feasibility study?
4. Who is your donor base?
COMMUNITY/MAJOR DONORS
Difficult to meet in person, lead donors/major donors is all about relationships, thus changing this to a smaller circle of already existing/engaged donors.

On a large scale, still seeing major donors get on planes (private) to take meetings (outdoors) to keep the campaign going.

Larger gifts being made right now, what is left is the middle ground for donors to gift.

Changed timing to public launch, where previously some went public at 50% now waiting until 75-85%.
Community Engagement | Decisions

- Does our board have the right connections to engage the lead donors?
- Who needs to be a part of our capital campaign committee?
- How do we engage the lead donors?
- What steps can we take now to ensure pledge fulfillment
- Donor Recognition - moving to a more digital society are there new ways you can/should engage donor recognition
In some times of stress people are pulling out of their pledges (see 2008-2009), but not necessarily in the pandemic.

If programming was a portion of your campaign, you may not be able to execute, which can be a problem as this is typically visible.

Education, Education, Education

Perceived Wealth – Stock market fluctuations give rise and fall to perceived wealth and perceived comfort of giving
Plan Ahead

Build Close Relationships

Ease of Fulfillment

Adjusting Programming to meet societal changes

Communication

Education of opportunities
Peter De Karetry – Executive Director of Stewardship and Development for the Archdiocese of Oklahoma City
COVID EFFECT
COVID Effect | The Current Landscape

901,206 Registered Nonprofits
92% have a budget less than $1 million
Nonprofits are primarily community-based/local focus

50% of Nonprofits have 3 months of Cash on Hand
10% have 1 month

Lost sales, events and fundraisers
• We’re seeing many nonprofits take the approach of minimize costs everywhere possible.
• AAM’s most recent reports state that as many as 1 in 3 museums will close in the next year. Those that are not adapting and finding new revenue streams and program awareness will fall into this group.

• Some nonprofits are actively seeking new opportunities to build their brand.
• Our client, Thanksgiving Square, started “Serving Up Gratitude” in April raising $250,000 (the most they had raised in decades for a single event) that purchased meals from small, local restaurants and fed nurses, doctors and other first responders.
QUESTIONS
Questions | More Information

Eric Moraczewski
• Eric@nmblstrategies.com

Dion Brown
• Dion@nmblstrategies.com

Free Resources
• www.nmblstrategies.com/mcc
• www.nmblstrategies.com/strategic-planning-prep-kit