

## The Challenging Changes of Capital Campaigns

Capital campaigns transform organizations. We expect them to build leadership and provide funding to implement strategies, but what unexpected organizational changes might occur? This session will discuss both the helpful and challenging outcomes of capital campaigns. Using the criteria needed for a successful campaign and experiences shared by fundraisers who have completed campaigns, unanticipated opportunities and consequences will be presented.

### **Target Audience**

Development managers who are anticipating a capital campaign within the next two years and those who are in the midst of one. The presentation is designed for mid- to senior level fundraising professionals.

### **About the Presenter**

**Mary Doorley, ACFRE**, has been planning and implementing capital campaign strategies for more than 25 years. Her fundraising career began at Ketchum, Inc., where she spent a decade working with religious, health, human service, and educational organizations throughout the United States. She established an independent consulting practice in 1995 and specializes in helping organizations prepare for their first capital campaigns. She is Chief Development Officer for Reach Out and Read, a national early literacy organization and a Lecturer in capital campaign fundraising at Boston University's Arts Administration and Fundraising Management program. Prior to embarking on a career in fundraising, she worked in marketing and communications at the Smithsonian Institution. She holds a bachelor's degree from the Catholic University of America and a Master's in Management from Regis College.