



The Perfect Campaign: A Guide to Relationship Based Fundraising and Quality Decisions

Schuyler Lehman

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What if you considered shattering the 'old school' model of capital campaigns? What if another approach brought greater success, not only to the campaign, but also to growth in operational funding? Can you afford not to consider it? The Perfect Campaign introduces a new and innovative framework to grow both capital and operational funding for any nonprofit. Schuyler Lehman's casual, approachable writing style is inviting and conversational, providing invaluable best practices that apply equally well to young organizations wanting to launch a major gifts initiative, as well as established development offices looking for a new, innovative approach to donor relationships. Divided into three sections, The Perfect Campaign is designed to meet you and your organization where you are. Section one focuses on the philosophy behind Schuyler's fresh and innovative approach to relationship-based fundraising. It is here that you can learn how to create foundational change and effectively implement or grow an intentional relationship-based major gifts strategy. Section two articulates the Perfect Campaign model from beginning to end. The actions presented will completely reframe your paradigm on capital campaign fundraising, from planning to goal celebration. The third and final section dives into best practices around identifying and engaging effective volunteer leadership, engaging a nonprofit board, and avoiding the most common errors that plague the majority of nonprofit development offices. Take the journey with Schuyler through a book that captures over 30 years of his personal story in fundraising and in life, leading to his heartfelt passion for creating deep, trusting donor relationships that ultimately result in transformational giving.

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