

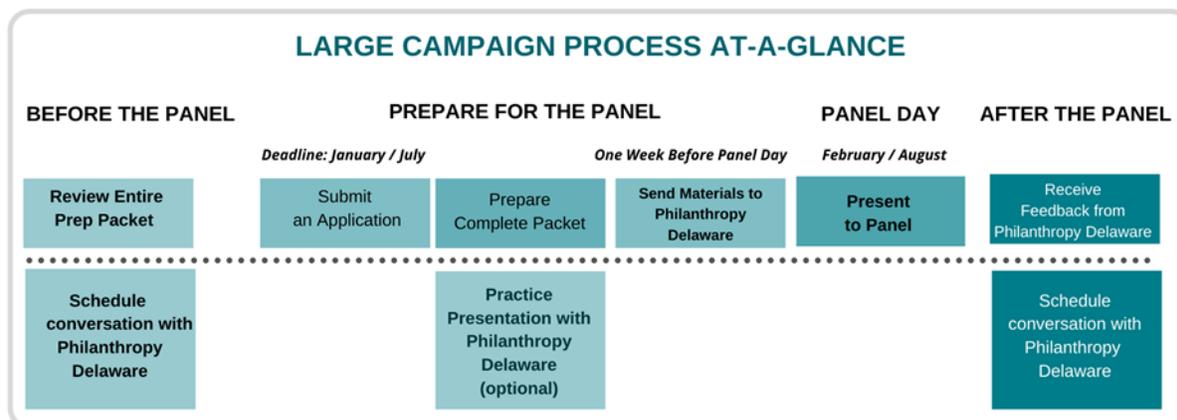
# LARGE CAMPAIGN PANEL

## Prep Packet for Presenters

Thank you for your interest in the Large Campaign Panel, hosted by Philanthropy Delaware. The objective for this packet is to provide information to help presenters have success in the program.

Please note that the Large Campaign Panel is an opportunity to receive feedback to strengthen your proposal. There is not a guarantee that funders will financially support – and if you are interested in seeking funding, the proposal would need to be submitted to individual funders.

The graphic below provide an overview of the process.



### BEFORE THE PANEL

#### 1. Read entire Prep Packet.

- See Planning Resources and Planning Questions
- Attend a [Longwood Grant Information Session](#) when the session date is announced (if you haven't already done so at some point) –Note: You must register through [Longwood Foundation](#).

#### 2. Reach out and schedule a conversation with Philanthropy Delaware staff.

If you are interested in applying, we highly encourage you to reach out for a conversation with Philanthropy Delaware staff to identify the scope and This discussion will provide the scope of the

#### 3. Complete and submit the short [two-page application](#).

The deadline to submit an application is typically at the end of January and end of July each year. Email the application to Membership and Programs Manager, Emma Odren, [Emma@PhilanthropyDelaware.org](mailto:Emma@PhilanthropyDelaware.org) by the deadline.

### PREPARE FOR THE PANEL

#### 4. Prepare Details

- **When and Where:**
  - Panel dates are typically early February and early August of each year.
  - Specific date and times will be determined for each presentation.
  - You will receive confirmation on the specific date and time of your presentation
  - **Due to COVID-19, all presentations will be virtual**  
If in person, the location will be at the Community Service Building (CSB).
- **Presentation length**
  - Presentations will be limited to **15 minutes only**, and a **hard stop will be initiated** once the 15 minutes has passed.
  - The remaining time will consist of questions and discussion with the Panel (typically 45 minutes). The entire presentation is an estimate 60 minutes (1 hours).  
*Afterwards, we ask that your team exits the room.*

- **Presentation content:** Due to the limited time available, we encourage you to **be as thoughtful as possible** with your slides and overall presentation **by focusing on:**
  - Precisely defining the issue(s) your program or project is addressing
  - Expressly establishing why it is important that your organization should tackle the issue(s)
  - Clearly describing the program or project itself
  - Specifically demonstrating the impact, the program or project it will have on Delaware
  - Be prepared to answer the planning questions in the prep packet
- **Supplemental materials:** You may bring along any materials you wish for reference; however, **please refrain from distributing any supplementary documentation to the Panel** unless they specifically request it.
- **Presentation Practice (Optional)**  
You and your team have the option to schedule a practice / trial run with Philanthropy Delaware. We highly encourage this option to test the logistics: volume, presentation timing, etc.

## 5. Information Needed:

*Submit the following (typically submitted one-week before the panel):*

- Your presentation in PowerPoint form
- Your organization's five-year cash flow projections in PDF form [other financial information may be suitable- please confirm with Philanthropy Delaware]
- The names, titles, and email addresses of attendees
  - Limit of three total attendees from your organization
  - No more than two can present (third person can attend to take notes and/or answer questions during the Panel Q&A)

## After the Panel

- Philanthropy Delaware will analyze all feedback data on the presentations and provide the following to each presenter no later than two weeks after your presentation:
  - Feedback Summary: Compiled written feedback from the panel members.
  - A 2 x 2 matrix (Impact x Implementation) illustrating where your feedback fell in comparison with that of the other presenters.
  - An invitation to delve a bit deeper into the feedback and continue the conversation with Philanthropy Delaware.

Based on panel feedback, organizations should then proceed with applying to each individual funder.

## PLANNING RESOURCES

- Attend a [Longwood Grant Information Session](#) (if you haven't already done so at some point) - You must register through [Longwood Foundation when the session date is announced](#).
- "[Required Reading for Running a Capital Campaign](#)" (*The Chronicle of Philanthropy*)

## PLANNING QUESTIONS:

The following are questions for each proposal to consider and be prepared to answer. Each proposal will have additional specific questions that are unique to the proposal.

### Project Definition:

- What is the problem? Precisely define the issue(s) your program or project is addressing
- Establish why it is important that your organization should tackle the issue(s)
- Clearly describing the program or project itself
- Specifically demonstrating the impact, the program or project it will have on Delaware

### Priorities and Vision:

- What are the priorities? Have philanthropic priorities been identified?
- Do you have a strategic plan?
- What is your vision? What is your preferred future in the short-term and long-term?
- What are the plans in a donor-centered case for support that outlines key campaign components and corresponding funding levels?

### Financial questions:

- What is the total project cost?
- What does funding is needed right away?

Sustainability:

- How will this project be funded for ongoing costs?
- Have you assessed your internal readiness for rigors of a campaign, and do you have a road map based on sound strategy for campaign success?

Leadership:

We encourage your leadership (i.e. Board of Directors and Executive Director) to be involved.

- Is there consensus and commitment by your board and key institutional stakeholders for these campaign components?
- Is the board ready to support a campaign and does it understand its role?

Timing:

- Is now the right time to present to go in front of the funders?
- Will there be material changes or to be known in six months that may impact the campaign's progress?
- When will the project be ready to launch and implement? (i.e. the analogy of the rocket – are you designing, planning, or ready to launch the rocket?)
- What are the dominos that need to fall in place for success? What certain levers are necessary?
- What are the variables that could impact those key things to fall in place?