

# Cain Center for the Arts

## Public Phase Capital Campaign

### 1. Silent Phase Capital Campaign Accomplishments

CCA has raised a total of \$17.5 million to date in pledged funds toward a \$25 million goal leaving \$7.5 million yet to raise.

- Our Founder's Society is 168 members strong and growing and have pledged a total of \$11,745,450.
- We have successfully launched the Aquesta Challenge raising \$76,300 with a maximum match goal of \$250,000.
- The brick paver campaign, a program designed to bring CCA to the public, and expand our level of donor opportunities, has raised \$155,000 toward a goal of \$500,000.
- **A total of \$1.5 million dollars has been raised since the beginning of COVID-19.**

### 2. Challenges

CCA, like all other non-profits, is currently facing unprecedented external challenges. It is a credit to our board and staff along with the support of town executives, that CCA remains strong.

- Navigating the ongoing COVID-19 global pandemic has no doubt been difficult in ways never seen before.
- Corporate giving, of which we were anticipating a combined \$4 million in pledges, has taken a step back due to the prolonged shutdowns, unemployment rates, and social and political unrest. This has caused them to refocus their giving. For example, corporate giving is pivoting toward allocating funds for internal employee support, social equality, and low-income housing.
- We're facing a very heated election season characterized by an unprecedented level of polarization.
- The combination of these external challenges is affecting, despite all our efforts to remain fluid, our existing methods of fundraising.

### 3. Public Phase Capital Campaign

The need to remain focused on our goal has never been stronger. We must continue to adapt, learn, and move forward toward our goal, and to do that, stay focused with a clear and concise voice that will rise above and cut through the noise surrounding these challenging times. Now is the time to reset and reassess and we've been working hard to do just that with the following Public Phase of our Capital Campaign.

### **Public Phase Capital Campaign Plan**

It is important to recognize that our entire board is currently working diligently to identify and explore many angles to close the remaining financial gap. Only together will we stay on track with the goals we've set and this plan is only one part of the larger picture to help propel us across that finish line. As such, we are all aware that the remaining goal is to raise \$7.5 million. Until further notice, that is the goal we're working towards.

This plan takes a comprehensive approach and is designed to include what has worked while attempting to make adjustments in our most challenging areas. In September it was presented by the capital campaign committee and approved by the board, with the full support of our executive committee, to take a strategic shift away from our broader four town approach and focus in large part on Cornelius and, more specifically, the Peninsula. As capital campaign co-chairs, Pat and I decided it was vital to establish a fresh, current view of the prospect area as well as the prospects themselves. We worked in collaboration with staff to thoroughly develop and vet a new CCA prospect list of individuals which this plan is designed to utilize.

#### **1. CCA Capital Campaign Public Phase List**

- Identifies 1203 total prospects in the Peninsula and immediate surrounding area.
- Fields include:
  - a) Street
  - b) Address
  - c) Owner on record
  - d) Last name
  - e) First name
  - f) Additional known first names
  - g) Founder's Society member level
  - h) Bricks purchased
  - i) Solicitor

**What we're asking the board to do:**

This list will be shared with each board member to identify up to 10 prospects each. It is understood that this is a small community where "everyone knows everyone" so please consider three main factors when reviewing this list.

- 1) Does my relationship with this prospect enable me to make an ask?
- 2) Is the ask I'm making appropriate to this prospect?
- 3) Is anyone else assigned to this prospect, and if so, have I communicated with that board member to ensure a clean and effective ask?

Additionally, if in your review you notice a prospect is not identified on this list and should be, please bring that to our attention as soon as possible.

2. Direct Mailing

- The capital campaign committee, along with staff, will take an active role in segmenting this list into three potential giving levels strictly for the purpose of this mailing.
- Three versions of the same letter will be drafted. Each version will deliver a clear awareness of our goals, an empathetic recognition of the current environment, ways to give, and specific contact information for each specific way to give.
- Those upper level prospects will vary such content as:
  - A direct ask to meet in person with Justin either with or without a specific board member.
  - The opportunity to host and/or attend a small group gathering with Justin – it should be noted that we have contracted Bouk Catering to execute these gatherings at the home of our hosts, or if the prospect prefers, have arranged with local restaurants to host at a safe, private environment, a unique dining experience.
  - The name of a specific board member (along with their contact information) who the prospect can reach out to and who they can expect a follow up from.
  - Certain upper lever packages may receive a hand delivery.

**What we're asking the board to do:**

Identify any of your prospects you'd like to personally deliver to and promptly make that delivery. Be accessible to your targeted prospects, timely with any follow up, and above all, be prepared and specific with your ask. Our goal is to navigate through our current environment and its effects on our neighbors while maintaining a clear focus of our needs.

3. Additional Campaign Support

- We recognize that navigating within the current sensitive and restrictive guidelines we cannot proceed at public events as was previously planned. We now must go to where our neighbors are. One way we plan to do that is to engage as many of our neighbors as possible because while “everyone knows everyone” in our small community, not everyone has the same comfort level of public engagement. So, it is our plan to utilize this well-vetted and prepared group of CCA volunteer ambassadors to assist us. It is our plan to have them assist with identifying either by social interaction, street location, or by some other common denominator, small groups of individuals with an interest in CCA who are ready to meet with us in any of the gathering opportunities listed above in which they are comfortable.
- Creation of a shared Google Drive for ‘one stop shopping’ of campaign assets such as:
  - CCA Public Phase Prospect List
  - List of naming opportunities
  - Working list of small gatherings (identified or in progress)
  - Bouk Catering package options for small gatherings
  - Participating restaurants for small gatherings
  - CCA volunteer ambassador list

#### 4. Plan Operation and Duration

- The capital campaign co-chairs are committed to frequent reviews and adjustments to this plan as we’ve learned is vital to any success during these challenging times.
- We’re asking for open and frequent communication at all levels including staff, committees, board members, and volunteers at all times. Frequent updates on specific committee developments that could potentially impact other efforts should be shared promptly.
- Because we are many working in a relatively small targeted area, frequent specific prospect update sharing is imperative. We are many but we are working as one to achieve our goal!
- It is anticipated that this plan will conclude in April, our campaign deadline for raising the necessary funds, with our previously rescheduled gala. More information about our gala will follow.