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Campaign Feasibility Study

Findings and Recommendations





The Study Process

- Recruit Task Force
- Develop preliminary Case for Support
- Discovery process
 - Individual interviews
 - Group discussion
 - Philanthropic research
- Analyze all data
- Findings & Recommendations



Summary of Strengths



- Iconic
- Accessible
- An economic and recreation resource
- Inclusive planning process



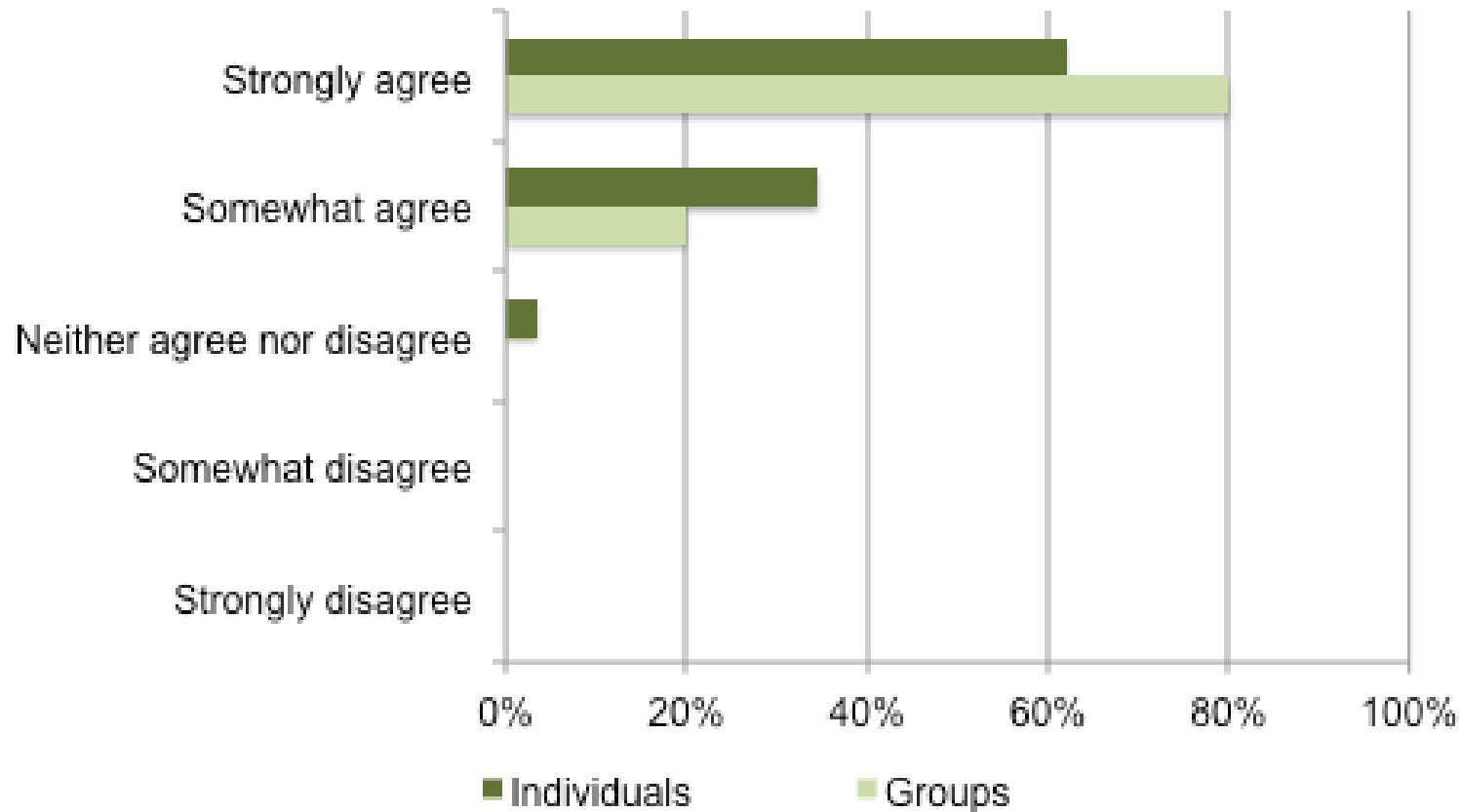
Summary of Challenges



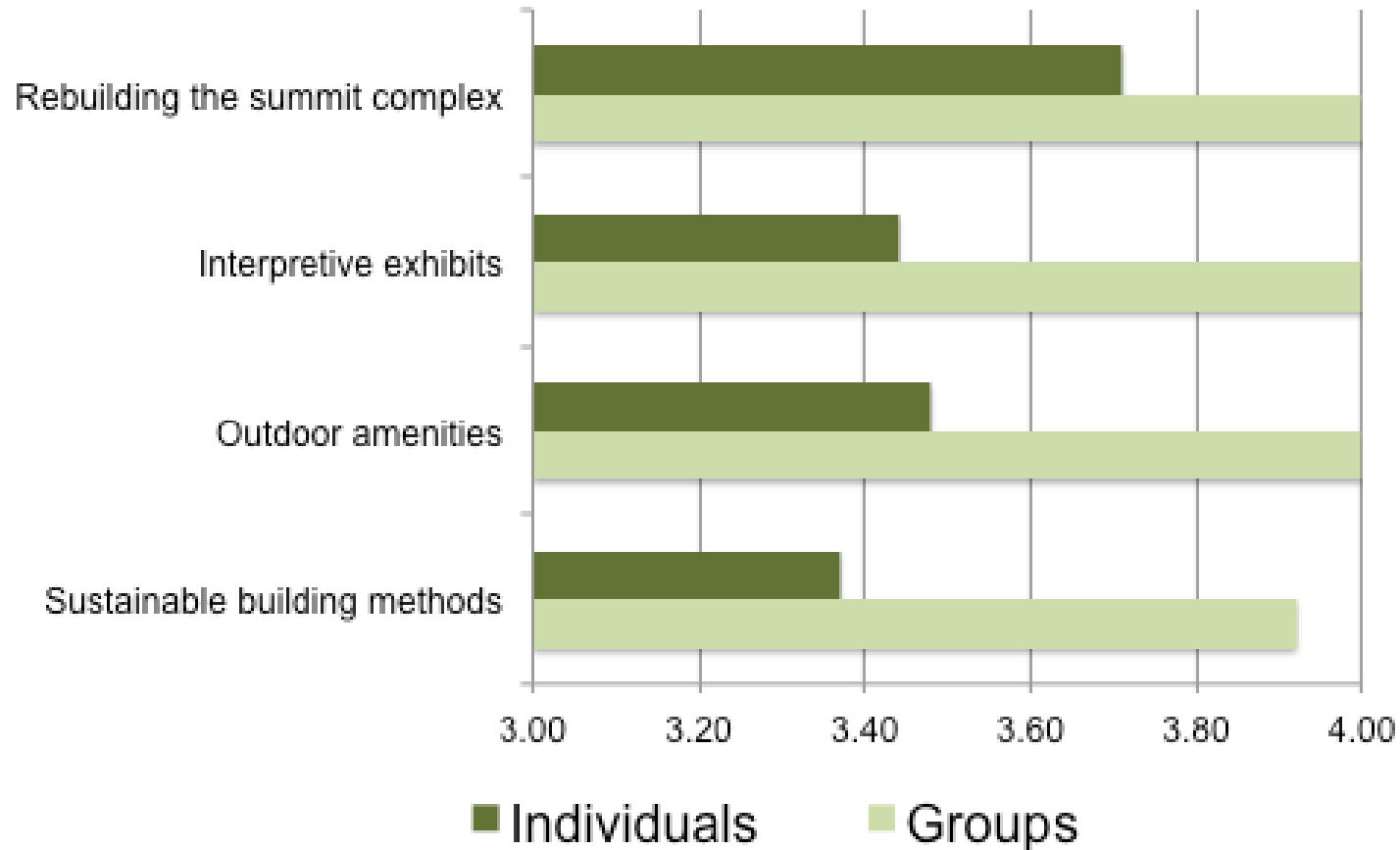
- Lack of donor engagement
- Cost
- Complexity



Do you agree with the vision for the Summit Complex?

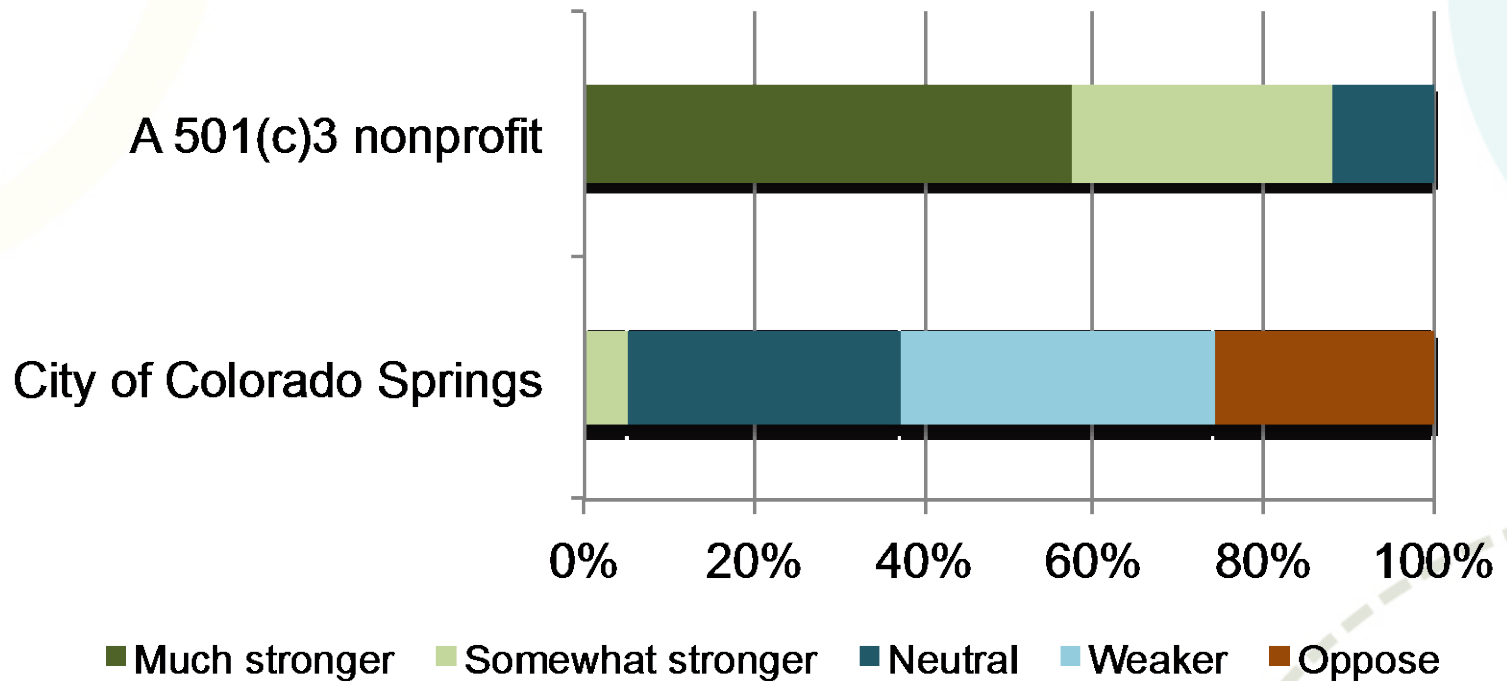


How strongly do you support each element?

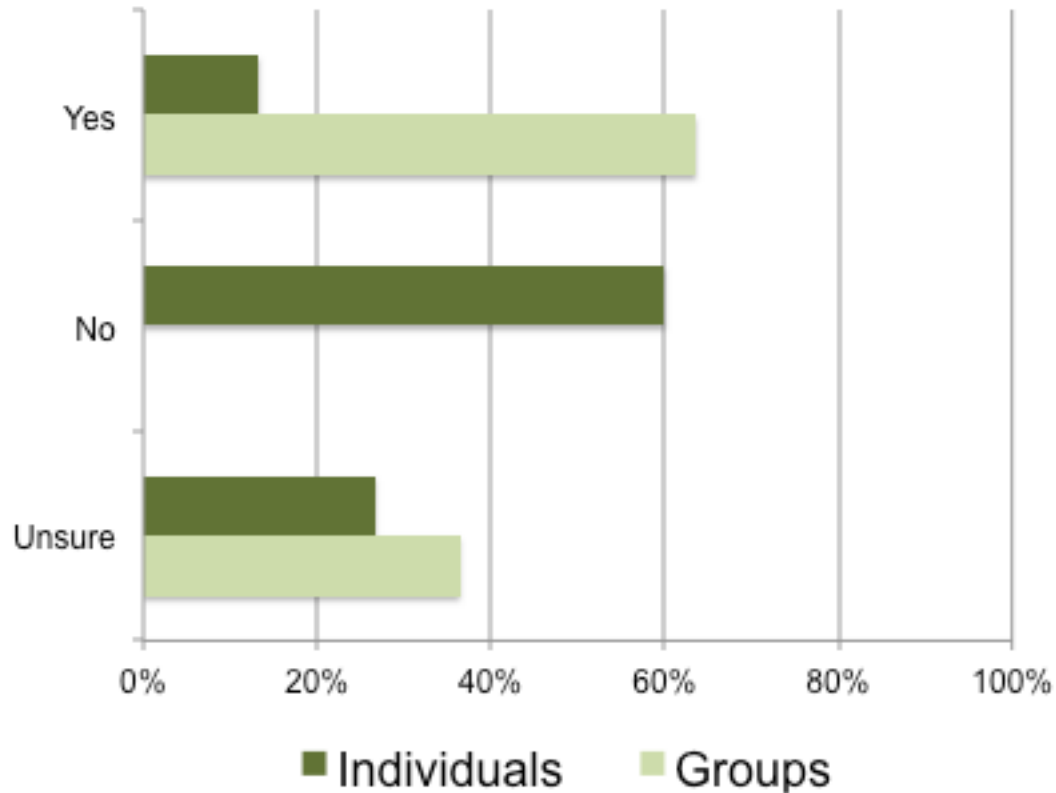


Would you prefer to give to the city? Or a 501(c)3?

Likelihood of support



Would you serve as a campaign volunteer?

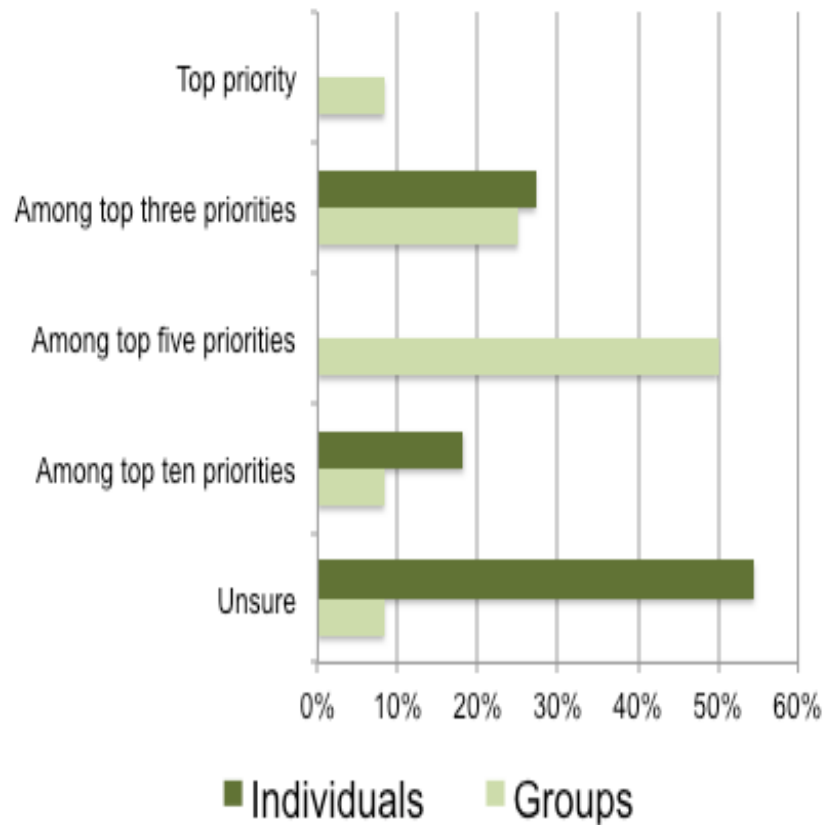
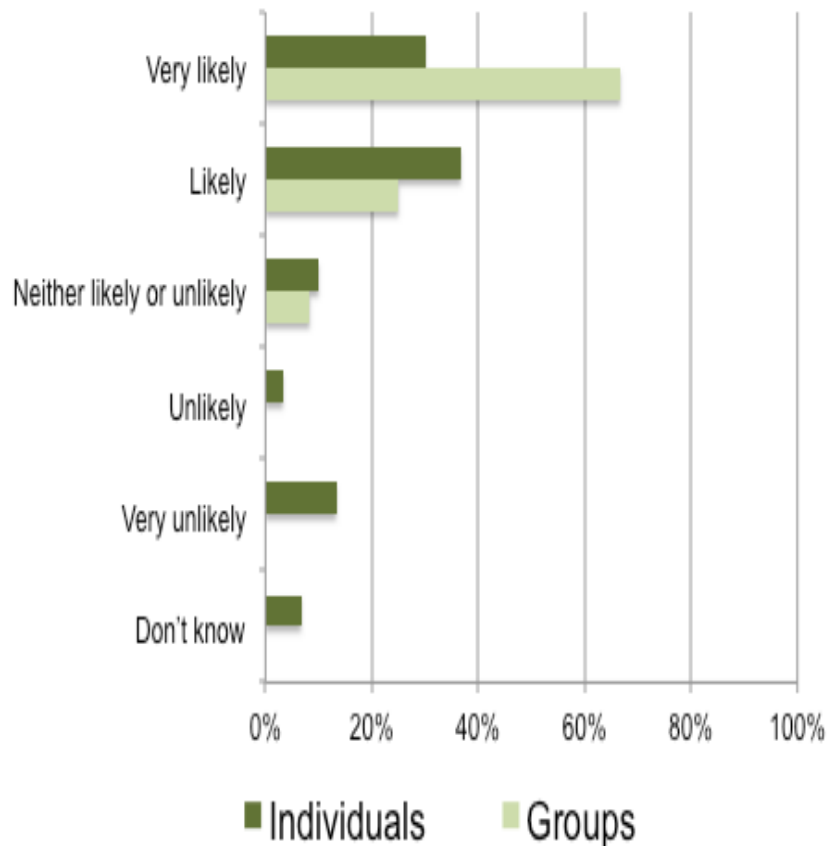


Charitable Giving Profile for El Paso County and Teller County

	Pop.	Giving Ratio	Total Giving	Environment		Public-Society Benefit		Arts & Culture		TOTAL
				% of giving	Available \$	% of giving	Available \$	% of giving	Available \$	
Colorado										
El Paso	622,816	3.55	\$374,306,000	3%	\$11,229,180	7%	\$26,201,420	5%	\$18,715,300	\$56,145,900
Teller	23,163	3.38	\$14,123,000	3%	\$423,690	7%	\$988,610	5%	\$706,150	\$2,118,450
Total Philanthropic Resources	645,979	3.47	\$388,429,000		\$11,652,870		\$27,190,030		\$19,421,450	\$58,264,350



Would you give? Is it a priority?



Pikes Peak Campaign Feasibility Study Report

Recommendations



Primary Recommendation

Prepare for a campaign to secure approximately \$15 million in gifts and pledges to create a new Pikes Peak Summit Complex



\$15 million Table of Gifts

	# of gifts	@	\$ amount	=	total value of gifts at this amount
Tier 1	1	@	\$3,000,000 or more	=	\$3,000,000
	2	@	\$2,000,000 to \$2,999,999	=	\$4,000,000
	2	@	\$1,000,000 to \$1,999,999	=	\$2,000,000
	5	gifts yielding a total of			\$9,000,000
Tier 2	3	@	\$500,000 to \$999,999	=	\$1,500,000
	4	@	\$300,000 to \$499,999	=	\$1,200,000
	8	@	\$100,000 to \$299,999	=	\$800,000
	15	gifts yielding a total of			\$3,500,000
Tier 3	12	@	\$75,000 to \$99,999	=	\$900,000
	15	@	\$50,000 to \$74,999	=	\$750,000
	20	@	\$25,000 to \$49,999	=	\$500,000
	47	gifts yielding a total of			\$2,150,000
Public	Many	<i>Less than \$25,000 to engage all members of the community</i>			\$350,000
Total	67	Gifts plus broad public support			\$15,000,000



Phase I: Campaign Preparation

1. Finalize project funding sources.
2. Identify a nonprofit partner.
3. Recruit campaign staff.
4. Develop a campaign case for support.
5. Establish the campaign office.
6. Recruit campaign leaders.
7. Develop campaign materials.



Phase II: Campaign Early Phase

1. Secure leadership gifts (\$100,000 - \$3 million+).
2. Expand the volunteer corps.
3. Seek national funding.



Phase III: Community-Wide Campaign

1. Design broad-based solicitations.
2. Organize campaign follow up.
3. Explore partnerships for cause-related giving.





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