

WORKSHEET TO DETERMINE YOUR CAPITAL CAMPAIGN GOAL

DIRECT PROJECT COSTS

Cost of new construction: _____ sq ft @ \$ _____ \$ _____

Cost of renovation: _____ sq ft @ \$ _____ \$ _____

Fixtures, furnishings and equipment @ _____% of lines 1+2 \$ _____

Land acquisition (or lease costs for five years) \$ _____

Landscaping, fencing, paving, parking \$ _____

Architectural/engineering fees and admin. costs

- a. architectural \$ _____
- b. other engineering \$ _____
- c. plan check and fees \$ _____
- d. realtor \$ _____
- e. other \$ _____

Construction manager \$ _____

Contingencies (_____ % of lines 1, 2 and 6) \$ _____

Escalation factor (_____ % of lines 1 thru 6) \$ _____

SUBTOTAL/DIRECT COSTS \$ _____

INDIRECT PROJECT COSTS

Neighborhood education, polling, meetings \$ _____

Interim start-up costs, legal \$ _____

Insurance \$ _____

Endowment fund for maintenance and/or program support \$ _____

Annual support subsidy for operating

- a. 100% of 1st year requirement \$ _____
- b. 50% of 2nd year requirement \$ _____

Pre-campaign or feasibility/planning study \$ _____

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Other campaign costs and fees

- a. fund raising counsel \$ _____
- b. campaign staff* \$ _____
- c. travel \$ _____
- d. other fund raising expenses** \$ _____ \$ _____

Pledge constr. financing (varies w/pledge payment & constr. schedule) \$ _____

Pledge payment shrinkage allowance (2% of goal amount) \$ _____

SUBTOTAL/INDIRECT COSTS \$ _____

Less credits (cash reserves, early gifts, etc.) \$ _____

TOTAL CAMPAIGN COST/GOAL
(Direct costs + Indirect costs - Credits) \$ _____

*include both dedicated campaign staff as well as portions of CEO time, etc.

**writing/designing/printing collateral materials, video, newsletters, mailings, special events, donor recognition, cultivation activities, grantwriting, IT, etc.