

WORKSHEET TO DETERMINE YOUR CAPITAL CAMPAIGN GOAL

DIRECT PROJECT COSTS

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

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

Cost of permits: \$ _____

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

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

Landscaping, fencing, paving, parking \$ _____

Moving expenses \$ _____

Architectural/engineering fees and admin. costs

a. architectural \$ _____

b. other engineering \$ _____

c. plan check and fees \$ _____

d. realtor \$ _____

e. other \$ _____ \$ _____

Construction manager \$ _____

Contingencies \$ _____

Escalation factor (20% of lines 1 thru 8) \$ _____

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

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a. 100% of 1 st year requirement	\$ _____	
b. 50% of 2 nd year requirement	\$ _____	\$ _____
Pre-campaign or feasibility/planning study		\$ _____
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 (2.5% of goal amount)		\$ _____
Business interruption expense		\$ _____
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.