



Liebman Science Center
Capital Campaign Update

*Board of Trustees Meeting
Thursday, January 26, 2017*

Liebman Science Center—Campaign Process

Phase 1
Planning and
Development

Phase 2
Communication—
Silent Phase

Phase 3
Communication—
Public Phase

Phase 4
Donor Recognition

Capital Campaign Timeline

	2016						2017											
Activity/Initiative	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Consultant Discussions, Feasibility, SWOT	█	█																
Planning and Development: Messaging, Materials, and Naming Guidelines	█	█	█	█	█	█	█											
Campaign Steering Committee Recruitment and Meeting Kickoff	█	█	█	█	█	█												
Communication-Silent Phase with Large Donors							█	█	█	█	█	█	█	█	█			
Communication-Public Phase with Community, Employees, Students															█	█	█	█
Donor Recognition and Appreciation															█	█	█	█



We Are Here

Completed Campaign Efforts to Date

Donor Prospect Identification

- Completed Donor Wealth Screening (mid-January)
- Top Prospect Gift Chart Finalized
- Identified Additional Top Prospects to Match Gift Chart Requirements
- Evaluated, Researched, and Screened Additional Top Prospects
- Drafted Donor Recognition Levels
- Developed Naming Opportunities
- Began Scheduling Meetings with Top Prospects (to begin last week of January)

Completed Campaign Efforts to Date

Campaign Committee Engagement

- Conducted training workshop with committee
- Shared initial lead donor prospect list with committee for review and feedback
- Requested all committee members to confirm financial commitment amount

Materials and Messaging

- Developed needs statement and key materials/messages
- Finalized content and layout for campaign webpage (live in early February)

Friends of MCC Foundation Support

- Foundation Board approved creating account(s) to receive donations specifically designated for this project
- Foundation Board approved a significant gift from one of its funds to go toward this project

Next Steps (February-March 2017)

- Distribute Final Prospect List of Lead Gift Opportunities to Campaign Committee for Final Review (Week of January 30)
- Continue to Schedule In-Person Meetings with Lead Gift Prospects (majority of initial meetings conducted in February)
- Secure Commitment of Lead Gifts (spring)
- Secure Commitment of Gifts from Leadership Teams (February 2017) – goal 100%
 - Capital Campaign Committee
 - MCC Board of Trustees
 - Friends of MCC Foundation Board of Trustees
 - President’s Executive Cabinet Team
- Finalize Proposal to McHenry County Community Foundation for Grant Funding of Project (early February)
- Finalize Creative Concept for Donor Wall Recognition
- Deliver Update of Meetings Conducted and Scheduled, and Progress Report to Campaign Committee and Board/Foundation Board in February