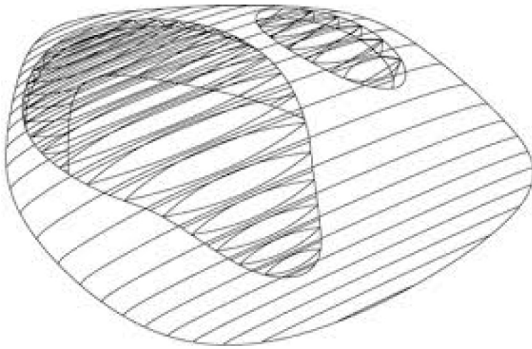


Case Study

The Burnham Plan Centennial

Fundraising Campaign Raises Over \$8 Million in 18 Months to Support Bold Plans. Big Dreams.



Situation:

In 2009, Plan of Chicago, 100th Anniversary gave the Chicago region an opportunity to recapture the spirit of imagination and innovation that the Burnham Plan represents.

To take advantage of this unique opportunity, a Centennial Committee and small staff was formed and charged with raising philanthropic investment to support a wide array of programs and capital projects, including the installation of two pavilions in Millennium Park that would serve as the information hub for Centennial activities. Given the scale and scope of the Centennial, an intense effort was needed to mount a capital campaign to actualize this vision under a constrained timeframe.

Action:

Falona Joy was engaged to serve as the Project Lead for the Burnham Plan Centennial Campaign. Falona designed, developed, and supported the implementation of the following strategies and tactics to ensure success:

- **Case Prospectus** – Narrative used to test key messages, priority/legacy projects and a campaign goal with key stakeholders and potential investors;
- **Philanthropic Market Study Committee** – Comprised of civic, business and philanthropic leaders, who met only twice, to provide feedback on the case prospectus and campaign goal, as well as endorse the Philanthropic Market Study. The majority of leadership investments/sponsorships were made from members of this committee;
- **Targeted Implementation** – Given limited staff capacity, the Campaign was focused on attracting the six and seven figure gifts that anchored over 80% of the campaign goal;

- **Special Recognition** – Thanking donors in unique ways was critical to success. With the creation of special recognition opportunities, like the Burnham Leadership Group, we were able to leverage the high visibility of the pavilions in Millennium Park and the donor wall in the Museum Campus, to attract leadership gifts;
- **Celebration** – Several special events, including a gala, were held to raise funds, celebrate the success of the Centennial, thank donors and highlight impact. These events were critical to building and sustaining momentum for the campaign.

Results:

The campaign raised over \$8 Million in 18 months with only volunteer leadership, a full time executive director and limited fundraising staff. As a result of this success, there was a surplus available at the end of the Centennial that allowed for continued investment in legacy projects. The Campaign for the Burnham Plan Centennial is now heralded as a model for civic fundraising initiatives.