



May 2002 Membership Meeting Building Capacities

Capital Campaign Approaches

Concurrent Discussion Session II

Friday, 24 May 2002

11:30 a.m. - 12:15 p.m.

Wilshire II

**Discussion led by Lance Query, Tulane University, and
Paul Willis, University of Kentucky**

A capital campaign is an intensive effort on the part of an organization to secure extraordinary gifts for a specific purpose such as building construction, renovation, equipment acquisition, or endowment funds.

Not all campaigns are alike, just as no two organizations are exactly alike. As a general rule, however, successful campaigns follow a particular process.

What are the approaches to capital campaigns and how can you secure a strong library presence?

Are there tips for conducting a successful campaign?

Do approaches to capital campaigns vary between public and private universities?

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