



**Support. Service. Success.**

***Running a Capital Campaign:  
How Patron Software Can Help***

# RUNNING A CAPITAL CAMPAIGN

## Here's the scenario:

Your board of directors has voted to build a new Youth Activity Center. The land has been donated, but it's up to your organization to raise the \$12M needed for the building fund.

How do you begin such a major project?

Studies show that in capital campaigns, the majority of needed funds are donated by less than 1% of the total donor base. The remaining amount is attained through grants, federal, state and local government funding, and the general public.

The Executive Committee decides that the first thing to do is identify the top 20 donors in the community. Representatives will be assigned to cultivate each potential donor. A representative is anyone who acts on behalf of your organization; a board member, someone on the advisory council, a staff member or a volunteer.

Naming opportunities will be offered. For example, if someone donates \$2M, that donor has the option of naming the Youth Activity Center after his/her family or company. Other naming opportunities include the Auditorium (\$1M) and Classrooms (\$250K each).

After \$9M is raised through private donations, the general public will be invited to contribute to the project. Possible naming opportunities are Seats (\$500 each), or Bricks (\$100 each).

The goal is to raise all of the needed funds and begin building within three years.



# RUNNING A CAPITAL CAMPAIGN

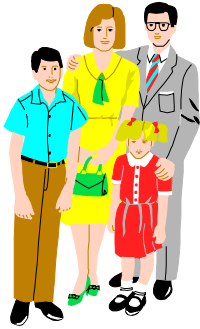
The top 20 donors in the community come from a combination of private contributors and public funding sources.

A private contributor is an individual or family that donates personal resources.

Examples of public contributors are companies, government agencies, foundations or institutions.

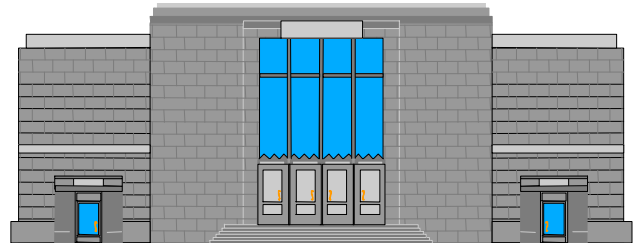
The type of information you need about a private donor is different than the information you need about a public donor.

With *Patron Software*, you can track the appropriate information for each type of contributor.



For private donors, you can enter information that defines the relationship each family member has to your organization and to the community. When building relationships with private individuals, you need as many links as possible to cultivate their commitment to your project.

And for public donors, the organization may stay the same, but the contacts within the organization change over time. With *Patron Software*, you can keep personnel information current, while maintaining a history of your relationship with the organization.



With *Patron Software*, it's easy to enter, update and track relevant donor information. It's also secure. Only authorized representatives can access or view your confidential records.

# RUNNING A CAPITAL CAMPAIGN

When building relationships with private donors, it is crucial to remember personal information about them. And with *Patron Software*, you don't have to rely on your memory.

Use the **Add New Donor Info** form to enter general information about the potential donor and his/her family.

The screenshot shows the 'Add New Donor Info' form with the following fields:

- Family Name: Taylor
- Status: Prospect
- Referred By: Board Member
- Demographics tab selected
- Addressee: Dr. and Mrs. Taylor
- Street Address: 48 Summit Dr.
- City: Concord
- State: CA
- Zip Code: 94521-0048
- County: Contra Costa
- Home Phone: (925) 815-1660
- Email Address: taylor@email.net
- Greeting or Salutation: Dear Tom and Linda
- Do Not Call, Do not Send Mail, Do not Send Email checkboxes are present.

The screenshot shows the 'Add New Donor Info' form with the following fields:

- Family Name: Taylor
- Status: Prospect
- Referred By: Board Member
- Demographics tab selected
- Notes/Keywords/Representatives tab selected
- Notes: Tom and Linda are foster parents to a special needs child. They have a history of supporting community projects - especially those that benefit children. Linda is a member of the City Council. They belong to the Westside Community Golf and Country Club.
- Select up to 3 Keywords...: 1. Top 20
- Select up to 3 Representatives Assigned to this Household...: 1. Forrester, Ruth, 2. Rhoades, Marvin
- Buttons: Add Representative, Save Donor Household Information, Exit

Use Keywords to include them as part of the Top 20 list.

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Enter personal information about each family member.

**Add Household Occupant**

Current Household: Taylor

Title	First Name	Last Name	Suffix
Dr.	Thomas	Taylor	

Occupant's Complete Name

Birth Date: Month (November), Day (15), Year (0)

Employer: Acme Products, Inc.

Occupation: President

Work Phone: (415) 533-6000 Ext.:

Fax: (415) 533-6001

Mobile Phone: (620) 458-1122

Email Address: tomtaylor@acmeproducts.com

Special Interests: Dr. Taylor has run in the local marathon for the past three years.

Notes:

Status: Prospect

Do Not Call  
 Do Not Send Mail  
 Do Not Send Email

Select up to 3 Keywords...  
1. Golf Interest  
2.  
3.

Save Household Occupant Information

Exit

*Patron Software* allows you to note special requests such as “Do Not Call”, “Do Not Send Mail”, or “Do Not Send Email”.

# RUNNING A CAPITAL CAMPAIGN

*Patron Software* allows you to keep information on as many contacts within an organization as needed.

The image shows two overlapping windows from the Patron Software interface. The background window is titled "Update Company Information" and displays details for "Community Bank". The foreground window is titled "Add Company Contact" and is for "Company: Community Bank".

**Update Company Information Window:**

- Company Name: Community Bank
- Demographics tab selected.
- Address: 897 14th St., NE
- City: Richmond, State: VA, Zip: 38277-
- County: Shelby
- Phone: (510) 498-3777, Fax: (510) 498-0877
- Business Type: Financial, Referred By: Business Associate
- Website: www.communitybank.com, Status: Active
- Email: info@communitybank.com
- Part of a Group? (checked), Group ID: Community Bank
- Exclude from Mailing (unchecked)

**Add Company Contact Window:**

- Company: Community Bank
- Position: Vice President
- Name: Laura Kress (First: Laura, Last: Kress)
- Phone #: (510) 498-3777, Ext: 112
- Fax: (510) 498-0877, Mobile: (510) 255-1656
- Email: laurakress@communitybank.com
- Status: Active
- Contact's Area of Responsibility... (check all that apply):
  - Advertising
  - Sponsorships
  - Other
  - Volunteers
  - Donations
  - Other Description: [ ]
- Select up to 3 Keywords:
  - Underwriter For Events
  - [ ]
  - [ ]
- Do Not Call (unchecked), Do Not Send Mail (unchecked), Do Not Send Email (unchecked)
- Notes: [ ]
- Buttons: Save Contact Information, Exit

You can also identify each contact's area of responsibility.

# RUNNING A CAPITAL CAMPAIGN

In *Patron Software*, the Event record is used to tie together contributions, volunteer hours, calendar entries and activities.

**Add New Event**

Event ID:

Start Date:   End Date:

Event Type:

Description:

Goal:

**Event Coordinators**

Name: <input type="text" value="Justin Clark"/>	Name: <input type="text" value="Marianne Smith"/>
Phone: <input type="text" value="(919) 770-1200"/>	Phone: <input type="text" value="(919) 412-5511"/>
Email: <input type="text" value="justin@email.net"/> <input type="button" value="Email"/>	Email: <input type="text" value="marianne@email.net"/> <input type="button" value="Email"/>

Notes:

Now that you've identified the top 20 potential contributors in your community and created your Event record, it is time to start building the relationship between assigned representatives and prospective donors.

Begin by scheduling a meeting between the representative(s) and each individual on the list.

# RUNNING A CAPITAL CAMPAIGN

The first meeting scheduled is with Dr. Thomas Taylor. The representatives assigned to him are Ruth Forrester and Marvin Rhoades.

Check the Follow-up checkbox to help the Office Administrator remember to follow-up with the representatives on how the meeting went.

**Add Calendar Entry**

Date: 6/5/2007 Tuesday Click on ALL of the REPRESENTATIVES assigned to this task... At least ONE must be selected.

Time: 4:00 PM

Recurrence:  No Recurrence  Daily  Weekly  Monthly  Yearly

Check here to follow-up on the completion of this task.  
 Check here if this calendar entry is a Pledge Reminder

Reminder Amount:   
Total Pledge:

Entry Type: Meeting  
Purpose: Initial Meeting With Prospective Donor

**Representatives:** Forrester, Ruth; Jordan, Andrew; Parrish, Chris; Rhoades, Marvin; Rogers, Ann; Romanelli, Julia; Sullivan, John

**Contact Info** | Notes / Keywords | Event / Program

Select Company, Donor Household, or Participant, then click on the one you want...

Company  Donor Household  Participant  Clear Selection

Family Name	Street Address	City	State
Taylor	48 Summit Dr.	Concord	CA
Thacker	1921 Sparrow Ct.	Hampstead	NC
Vanderbrink	4701 Westgate Road	Anytown	NC
Webb	547 Liberty Way	Jacksonville	NC
Wilson	1501 Bayside Circle	Concord	NC
Workman	1500 Hoover Road	Anytown	VA
Wyatt	42 Timber Road	Concord	VA
Young	41 Fairfield Road	Anytown	VA
Zimmer	109 N. Lincoln Ct.	Anytown	NC
Zick	202 Maple St.	Concord	NC

Go To: Taylor

Double-click on the Contact or Occupant...

Last Name	First Name
Taylor	Thomas

Title: Dr. First: Thomas Last: Taylor Go To

Position: President

Contact Information

Home: (925) 815-1660 Work: (415) 533-6000 Ext:

Mobile 1: (620) 458-1122 2:

Fax 1: (415) 533-6001 2:

Email 1: tomtaylor@acmeproducts.com

Email 2:

Preferred Contact Method:

Save Calendar Entry

Exit

The date and time of the meeting scheduled will appear on both Ruth Forrester's and Marvin Rhoades's calendars.

Use the [Select Calendar Options](#) form to select the calendar format you want printed.

# RUNNING A CAPITAL CAMPAIGN

**Select Calendar Options**

Select ONE or MORE REPRESENTATIVES you want to include...

- Administrator, Office
- Client, Client
- Forrester, Ruth
- Jordan, Andrew
- Parrish, Chris
- Rhoades, Marvin
- Rogers, Ann
- Romanelli, Julia
- Sullivan, John
- Tutor, Life Skills
- White, Ted
- Wilkerson, William

Select Event and Program Options

Event: Youth Activity Center

Activity:

Include ALL Events and Activities

Program:

Class:

Include ALL Programs and Classes

Select Option

Show ALL

Show Selected Only

Select Report

Calendar (Short)

Calendar (Complete)

Entries Past Due

Entries Completed

Pledge Reminder Report

Select Sort Option

by Representative

by Date

Select Report Start and End Dates

Today

Tomorrow

Current Week (Sun - Sat)

Next Week (Sun - Sat)

Current Month

Next Month

All Dates

Select Date Range

Start: 06/01/2007

End: 06/30/2007

Select Category

Company

Household

Participant

Representative

ALL Categories

No Category Selected

Run Report

Clear Form

Exit

The report can then be distributed to the appropriate representatives.

**Community Outreach Opportunities, Inc.**  
**Calendar List by Date**  
**Selected Representatives / All Categories**  
**6/01/2007 - 06/30/2007**  
**Youth Activity Center**

<u>Representative / Purpose</u>	<u>Date / Time</u>	<u>Contact / Company / Family Name</u>	<u>Home / Work</u>	<u>Mobile</u>	<u>Email</u>
Forrester, Ruth Initial Meeting With Prospective Donor	6/5/2007 4:00 PM	Taylor, Thomas Taylor	(925) 815-1660 (415) 533-6000	(620) 458-1122	tomtaylor@acmeproducts.com
Notes:				Event: Youth Activity Center	
				Activity:	
				Program:	
				Class:	
-----					
Total for 6/5/2007: 1					

# RUNNING A CAPITAL CAMPAIGN

By checking the Follow-up checkbox, the Office Administrator can keep track of what tasks have been completed. Building relationships with potential donors is a team effort. Since representatives of your organization are probably not going to be paid employees, it's up to the Office Administrator to make sure that no one misses a meeting and that what transpired during the meeting gets recorded.

It's easy to find overdue tasks by using the **Lookup Calendar Records** form.

**Lookup Calendar Records**

**Lookup Category**      **Lookup Parameter**

Select Records that Match ALL Parameters  
 Select Records that Match ANY Parameter  
 Include Dates Prior to Today  
 Display as List

**Is Blank**      **Is NOT Blank**

Representative --> [Dropdown]  
Entry Type --> [Dropdown]  
Contact Name --> [Dropdown]  
Contact Method --> [Dropdown]              
Purpose --> [Dropdown]              
Category --> [Dropdown]  
Company Name --> [Dropdown]  
Family Name --> [Dropdown]  
Participant Name --> [Dropdown]  
Has Email --> [Dropdown]  
Keyword --> [Dropdown]              
Requires Follow Up --> [Dropdown]  
Task Completed --> [Dropdown]  
Task Past Due --> Yes  
Pledge Reminder --> [Dropdown]  
Event --> [Dropdown]  
Activity --> [Dropdown]  
Program --> [Dropdown]  
Class --> [Dropdown]

**Start**      **End**

Calendar Date --> [Date Picker]      [Date Picker]  
Completion Date --> [Date Picker]      [Date Picker]

[Lookup]

[Exit]

**Lookup Options**

Create NEW Lookup  
 ADD TO Current Lookup  
 REMOVE FROM Current Lookup

[Refresh Lookup Parameters]  
[Clear Screen]

# RUNNING A CAPITAL CAMPAIGN

After the initial meeting, document what took place using the **Add History** Form.

**Be as detailed as possible.**

With unlimited notes, you can document as many personal details about each prospective donor and record the assigned representatives' observations. This allows your organization to continue developing the relationship even if there are staff or board changes.

**Add DONOR HOUSEHOLD HISTORY to 'Taylor'**

**Taylor**  
**48 Summit Dr.**

Date of Contact:

Time of Contact:

Who was Contacted:

Contact Method:

Outcome:

Contacted By:

Notes:

Attendees were Dr. and Mrs. Taylor (Tom and Linda), Ruth Forrester and Marvin Rhoades.

We met at the Taylor home and presented information about the proposed Youth Activity Center. They asked a lot of questions about how the center was going to be run and whether or not there would be facilities for special needs children. Linda became very excited about the prospect of having music rooms where kids could learn how to play the piano, guitar and other instruments. Tom said that he thought we needed to include an Olympic swimming pool.

Both Tom and Linda asked to be kept informed. We didn't ask for any contributions, but Tom and Linda indicated that they would consider a significant contribution when the time came.

Tom suggested a second meeting with some of his neighbors and friends who he thought would be interested in our project.

Developing a good relationship with a potential donor requires multiple interactions.

Schedule the next meeting to keep the momentum going.

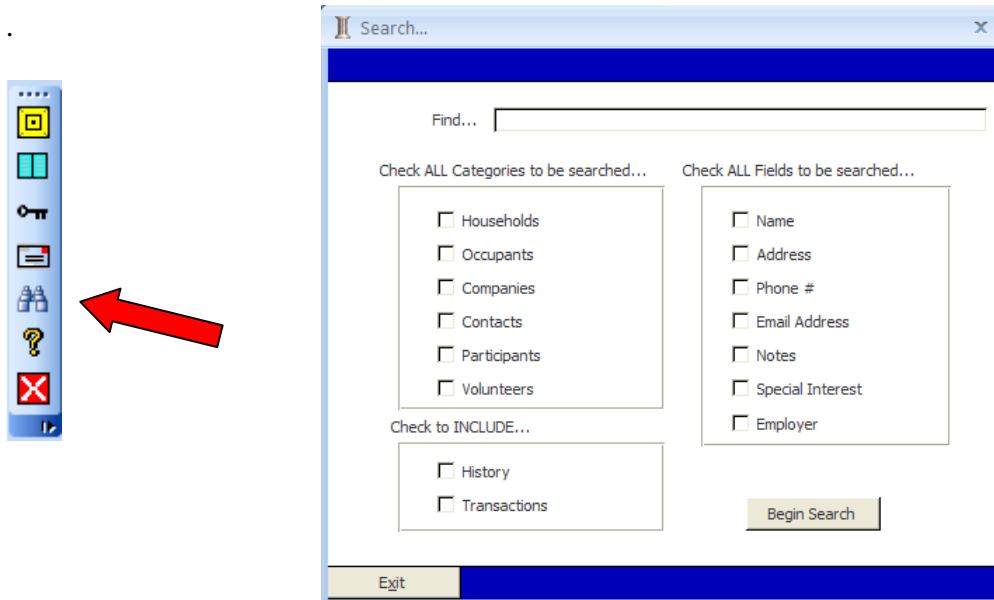
Over time your organization will develop a complete history of every interaction with a prospective donor.

# RUNNING A CAPITAL CAMPAIGN

When entering notes about an interaction with a prospective donor, think about using words or phrases that are meaningful to your organization.

One of the many tools *Patron Software* offers is a Global Search that enables you to find words or phrases in History Notes.

To activate the **Global Search** feature, click on the binoculars located on the *Patron Software* Toolbar.



Enter the word or phrase you want to find... then click on Begin Search.

A list of records containing the word or phrase entered is displayed.

The image shows a screenshot of the 'View Search Results for 'contribution'' window. The window has a title bar with a search icon and window control buttons. The main area contains a table with the following data:

Category	Name	Data Field	Value
Household	Davis	Notes	Michael was on the founding board of our organization. Every year he gives a special
Household	Martinez	Notes	Very active in the Relay for Life program....always organize a team and raise
Household History	Taylor	History Notes	Attendees were Dr. and Mrs. Taylor (Tom and Linda), Ruth Forrester and Marvin

At the bottom left of the window is an 'Exit' button. On the left side of the table, there are 'Go To' buttons for each row.

# RUNNING A CAPITAL CAMPAIGN

Your organization has established a good relationship with your list of prospective donors. It's time now to ask for a financial commitment. Since your project spans three years, many donors may choose to pay incrementally.

For example, Dr. Taylor has pledged \$150,000 to be paid in three annual payments of \$50,000 each.

The screenshot shows a web-based form titled "Household Transactions" for a family named Taylor. The form includes fields for family name and address, a "Split Transaction" checkbox, and a "Total Amount Received" field. The main transaction details are circled in green: Reference / Check / Credit Card #, Transaction Date (6/25/2007), Transaction Type (Pledge), Payment Method (Pledge), Received From (Dr. Thomas Taylor), Event (Youth Activity Center), and Activity. Below these are fields for Program and Class, with "VIEW Event Activity Details" and "VIEW Program Class Details" buttons. The form also includes fields for "# Tickets, Activities, Items Purchased or Attendees", Amount, Tax Deductible Amount, and Donated Item's Fair Market Value. A red arrow points to the "Pledge Amount" field, which is set to \$150,000.00. Other fields include "Pledge Reference #": TAYLOR-001, "Print Thank You Letter" (checked), "Thank You Letter Salutation": Dear Dr. Taylor, and "Print a Receipt" (unchecked). A "Notes" field contains the text: "To be paid \$50,000 on 8/1/2007, 8/1/2008 and 8/1/2009." At the bottom, there is a "Save Transaction" button and an "Exit" button.

Dr. Taylor's pledge has been recorded and a pledge reference number assigned. Use the pledge reference number to tie his annual payments to this specific pledge. A donor may pledge financial support to more than one project within your organization. Use the [Add Calendar Entry](#) form to record Dr. Taylor's pledge due dates.

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**Add Calendar Entry**

Date:   Click on ALL of the REPRESENTATIVES assigned to this task... At least ONE must be selected.

Time:

Recurrence:  No Recurrence  Daily  Weekly  Monthly  Yearly  
Enter recurrence frequency (up to 10):

Check here to follow-up on the completion of this task.  
 Check here if this calendar entry is a Pledge Reminder

Reminder Amount:   
Total Pledge:

Entry Type:   
Purpose:

**Contact Info** | Notes / Keywords | Event / Program

Select Company, Donor Household, or Participant, then click on the one you want...

Company  Donor Household  Participant  Clear Selection

Family Name	Street Address	City	State
Hallett	1220 Cedar Lane	Wilmington	NC
Hinson	330 Belvedere Drive	Concord	NC
Johnson	140 Joseph Ct.	Long Beach	NC
Johnson	1440 Oak Knoll Dr.	Concord	CA
Martinez	308 White Road	Mytown	VA
Rawlings	88 Tudor Court	Anytown	SC
Scott	5319 Dandelion Drive	Fairway	NC
Seever	809 Village Road	Fairway	VA
Taylor	48 Summit Dr.	Concord	CA
Thomas	1001 Summit Ct.	Concord	NC

Go To:

Double-click on the Contact or Occupant...

Last Name	First Name
Taylor	Thomas

Title:  First:  Last:

Position:

Contact Information

Home:  Work:  Ext:

Mobile 1:  2:

Fax 1:  2:

Email 1:

Email 2:

Preferred Contact Method:

Use the **Lookup Calendar Records** form to find all Pledges due for a specific month.


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**Lookup Calendar Records**

**Lookup Category**      **Lookup Parameter**

Select Records that Match ALL Parameters  
 Select Records that Match ANY Parameter  
 Include Dates Prior to Today  
 Display as List

**Is Blank**      **Is NOT Blank**


Representative --> [Dropdown]  
Entry Type --> [Dropdown]  
Contact Name --> [Dropdown]  
Contact Method --> [Dropdown]              
Purpose --> [Dropdown]              
Category --> [Dropdown]  
Company Name --> [Dropdown]  
Family Name --> [Dropdown]  
Participant Name --> [Dropdown]  
Has Email --> [Dropdown]  
Keyword --> [Dropdown]              
Requires Follow Up --> [Dropdown]  
Task Completed --> [Dropdown]  
Task Past Due --> [Dropdown]  
Pledge Reminder --> Yes [Dropdown]        
Event --> [Dropdown]  
Activity --> [Dropdown]  
Program --> [Dropdown]  
Class --> [Dropdown]

**Lookup Options**

Create NEW Lookup  
 ADD TO Current Lookup  
 REMOVE FROM Current Lookup

Refresh Lookup Parameters  
Clear Screen

**Start**      **End**

Calendar Date --> [8/1/2007] [Calendar Icon]      [8/31/2007] [Calendar Icon]        
Completion Date --> [ ] [Calendar Icon]      [ ] [Calendar Icon]

Lookup

Exit

# RUNNING A CAPITAL CAMPAIGN

**Lookup Calendar Entries**

Pledge Reminder = Yes AND Date Between = 8/1/2007 and 8/31/2007

Date:  Entry Type:   Check here to follow up on the completion of this entry/task.  
Time:  Purpose:   Check here if entry/task has been completed.  
Assigned To:   Pledge Reminder  
Reminder Amount:   
Pledge Total:


Category:  Taylor  
48 Summit Dr.  
Concord CA 94521-0048

Title:  First:  Last:   
Position:   
Home Phone:   
Work Phone:  Ext.:   
Mobile #'s:    
Fax #'s:    
Email: 1.   
2.   
Preferred Contact Method:

**Next Steps...**

Pledge Reminder = Yes AND Date Between = 8/1/2007 and 8/31/2007

What do you want to do next?



Select Create Mail/Merge Document on the **Next Steps** form to personalize Pledge Reminders.

Generate a **Pledge Report** to help forecast income for your capital campaign. You can

# RUNNING A CAPITAL CAMPAIGN

also see who has pledged and how much has already been paid.

Community Outreach Opportunities, Inc. Pledge Report 8/1/2007 – 8/31/2007 Youth Activity Center						
<b>Best Bet Rentals</b> 2000 Broughton Circle Suite 1200 Mytown, VA 25707						
	<u>Reference #</u>	<u>Date</u>	<u>Pledge Amount</u>	<u>Amount Paid</u>	<u>Balance</u>	
	BBR 1001	3/15/2008	\$150,000.00	\$0.00		
<b>Totals for Best Bet Rentals - BBR 1001</b>			<b>\$150,000.00</b>	<b>\$0.00</b>		<b>\$150,000.00</b>
<b>Mr. and Mrs. Ted Gray</b> 362 Shaw Drive Apt. 317 Anytown, NC 39288						
	<u>Reference #</u>	<u>Date</u>	<u>Pledge Amount</u>	<u>Amount Paid</u>	<u>Balance</u>	
	GRAY-001	6/25/2008	\$75,000.00	\$0.00		
<b>Totals for Mr. and Mrs. Ted Gray - GRAY-001</b>			<b>\$75,000.00</b>	<b>\$0.00</b>		<b>\$75,000.00</b>
<b>Dr. and Mrs. Taylor</b> 48 Summit Dr. Concord, CA 94521						
	<u>Reference #</u>	<u>Date</u>	<u>Pledge Amount</u>	<u>Amount Paid</u>	<u>Balance</u>	
	TAYLOR-001	6/25/2007	\$150,000.00	\$0.00		
	TAYLOR-001	8/1/2007	\$0.00	\$50,000.00		
<b>Totals for Dr. and Mrs. Taylor - TAYLOR-001</b>			<b>\$150,000.00</b>	<b>\$50,000.00</b>		<b>\$100,000.00</b>
<b>Grand Totals:</b>			<b>\$375,000.00</b>	<b>\$50,000.00</b>		<b>\$325,000.00</b>

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Individuals and organizations are also likely to contribute to your campaign with in-kind gifts. Use the [Apply Transaction](#) form to record all gifts.

You can choose to print a Thank You Letter or a Receipt at the time you enter the transaction.

**Company Transactions**

Company: Complete Carpet Service  
Address: 5890 Croydon Road

Split Transaction    Total Amount Received:

Reference / Check / Credit Card #:

Transaction Date:

Transaction Type:

Payment Method:

Received From:

Event:

Activity:

Program:

Class:

# Tickets, Activities, Items Purchased or Attendees:

Amount:

Tax Deductible Amount:

Donated Item's Fair Market Value:

Pledge Amount:  Pledge Reference #:

Print Thank You Letter

Thank You Letter Salutation:

Print a Receipt

Notes:

Print a [Goal Comparison Report](#) periodically to see how close your organization is to attaining its financial goal.

# RUNNING A CAPITAL CAMPAIGN

## Community Outreach Opportunities, Inc. Event Goal Comparison Report All Dates Included Youth Activity Center

**Event Goal: \$12,000,000.00**

**General Contributions**

Activity Goal: \$0.00

	<u>Amount</u>	<u>Pledge</u>	<u>Fair Market Value</u>
Household	\$300,000.00	\$225,000.00	\$0.00
Company	\$125,000.00	\$150,000.00	\$85,000.00
Participant	\$0.00	\$0.00	\$0.00
	<b>\$425,000.00</b>	<b>\$375,000.00</b>	<b>\$85,000.00</b>

**Center Naming Opportunity**

Activity Goal: \$2,000,000.00

	<u>Amount</u>	<u>Pledge</u>	<u>Fair Market Value</u>
Household	\$2,000,000.00	\$0.00	\$0.00
Company	\$0.00	\$0.00	\$0.00
Participant	\$0.00	\$0.00	\$0.00
	<b>\$2,000,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

**Grand Totals:**

Household	\$2,300,000.00	\$225,000.00	\$0.00
Company	\$125,000.00	\$150,000.00	\$85,000.00
Participant	\$0.00	\$0.00	\$0.00
	<b>\$2,425,000.00</b>	<b>\$375,000.00</b>	<b>\$85,000.00</b>

Event Goal =	<b>\$12,000,000.00</b>
Total Amount =	<b>\$2,425,000.00</b>
Total Pledge =	<b>\$375,000.00</b>
Total Fair Market =	<b>\$85,000.00</b>
Difference =	<b>\$9,115,000.00</b>

*Patron Software* helps your organization know where  
it's been as well as where it's going.

## RUNNING A CAPITAL CAMPAIGN

**If you believe that *Patron Software* may be right for you, your staff and your organization, please contact us.**

**We will be happy to answer your questions about *Patron Software* and your record-keeping needs.**

**(877) 898-3981**

**[info@patronsoftware.com](mailto:info@patronsoftware.com)**

**Patron Software, Inc.  
201 Lawton Circle  
Wilmington, NC 28412**

**Thank you!**