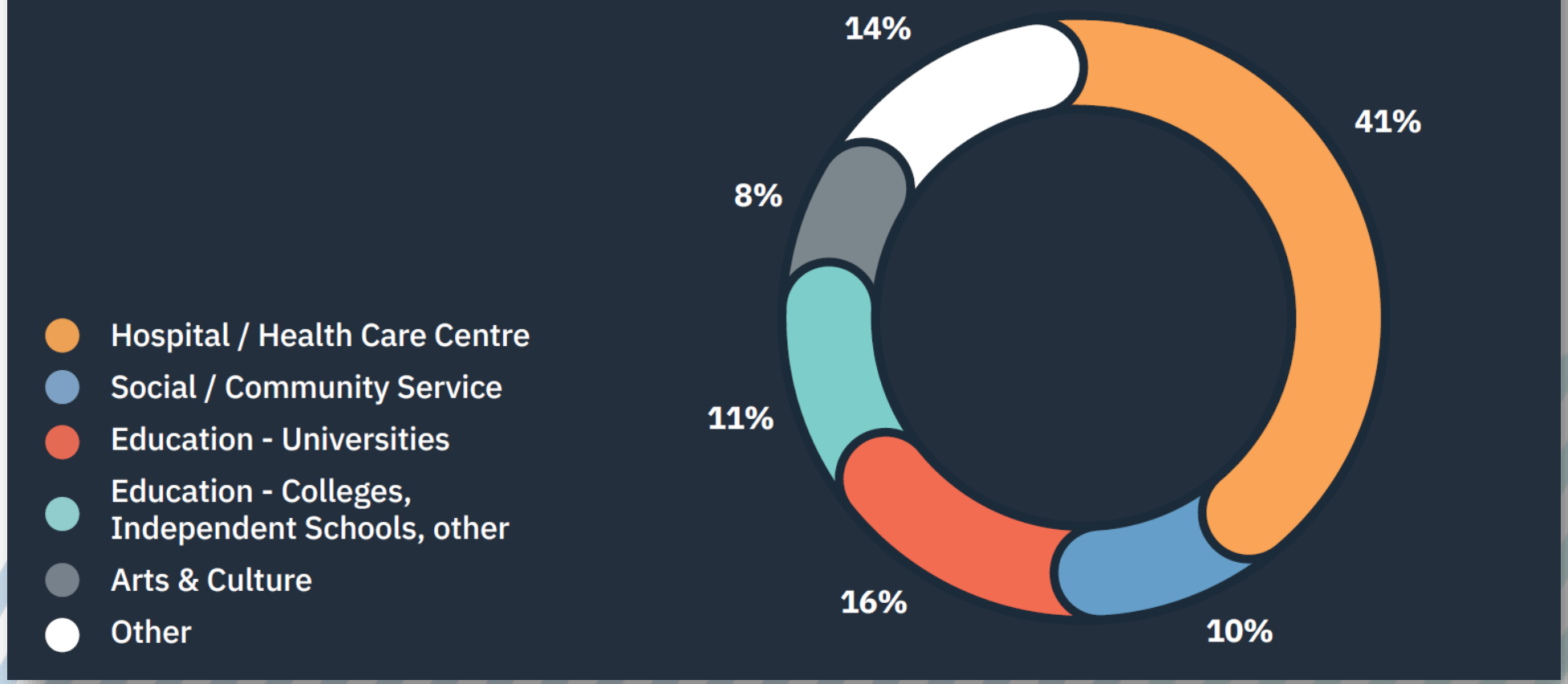
Fundraising Campaigns in Canada:

What's Enduring.
What's Evolving.
What's Emerging.

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What's Enduring. What's Evolving. What's Emerging.

Fig. 1: ***Participants by sector***



What's Enduring. What's Evolving. What's Emerging.

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Nearly half of survey respondents report that they are currently in a campaign while more than a third are actively planning one.

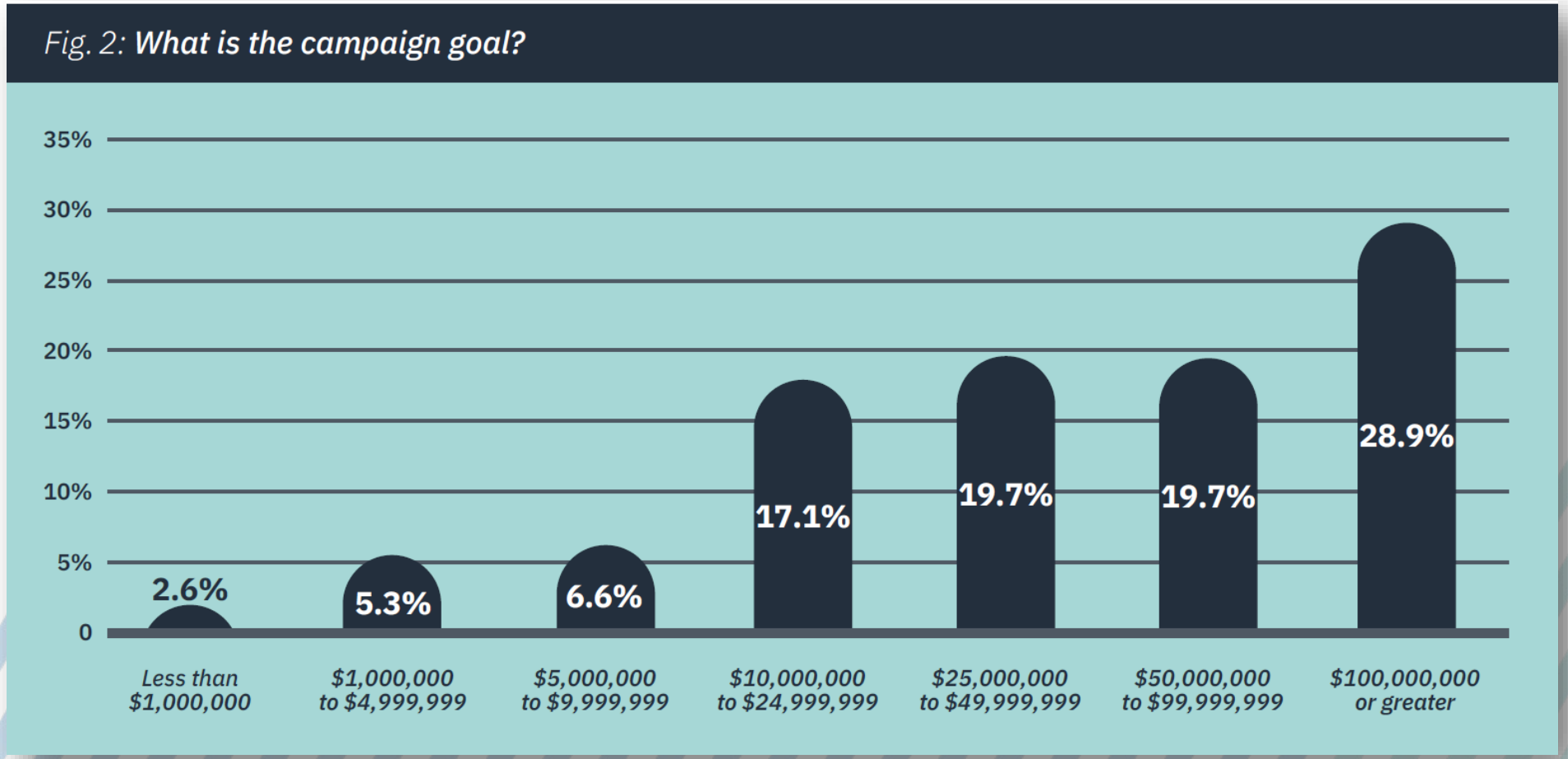
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Fig. 2: ***What is the campaign goal?***



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Respondents report that **the largest gift represents 19% of the total campaign goal**, up from 16.6% in 2018, reinforcing the central role of transformational philanthropy in campaigns.

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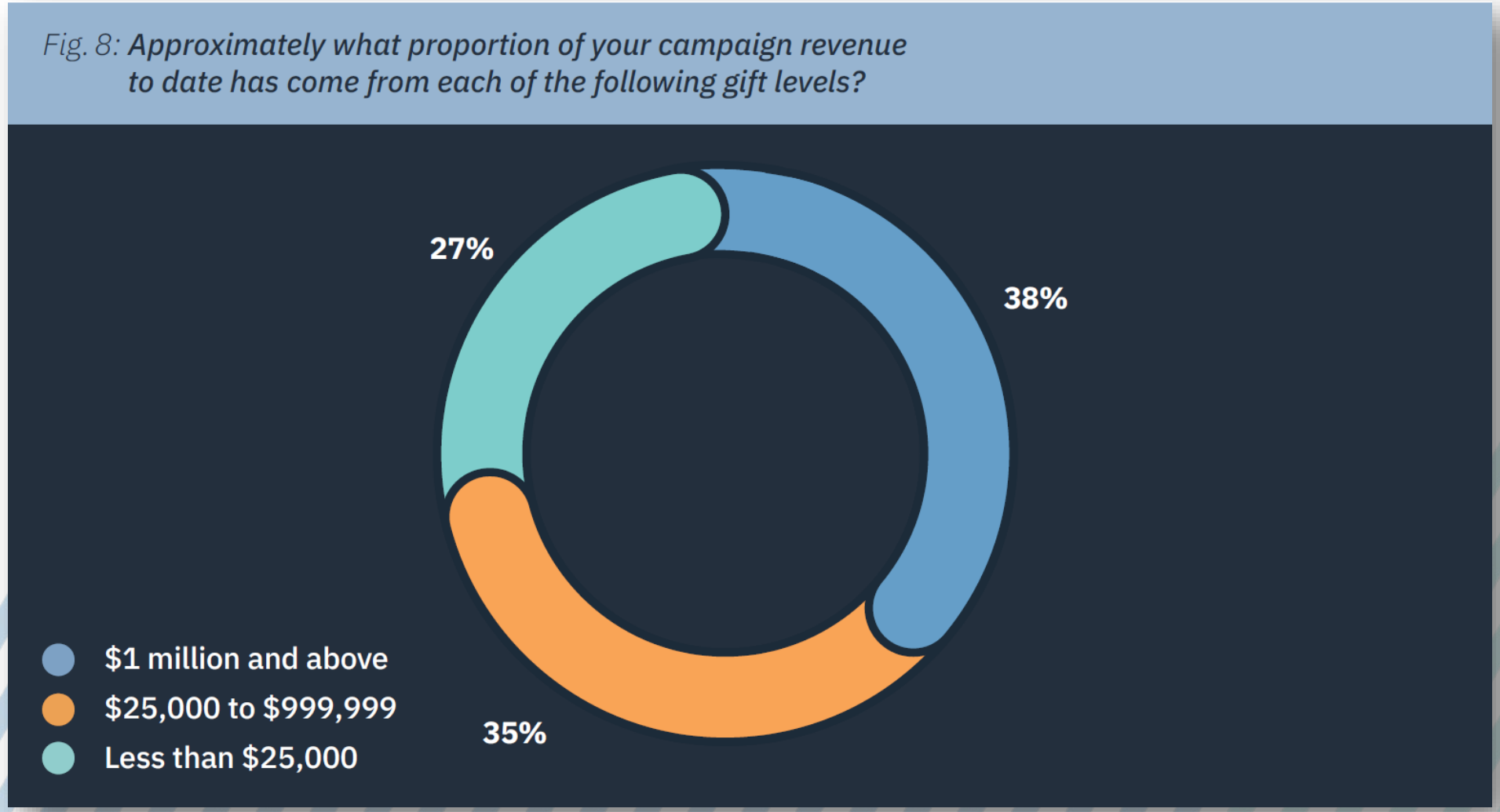
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Fig. 8: Approximately what proportion of your campaign revenue to date has come from each of the following gift levels?



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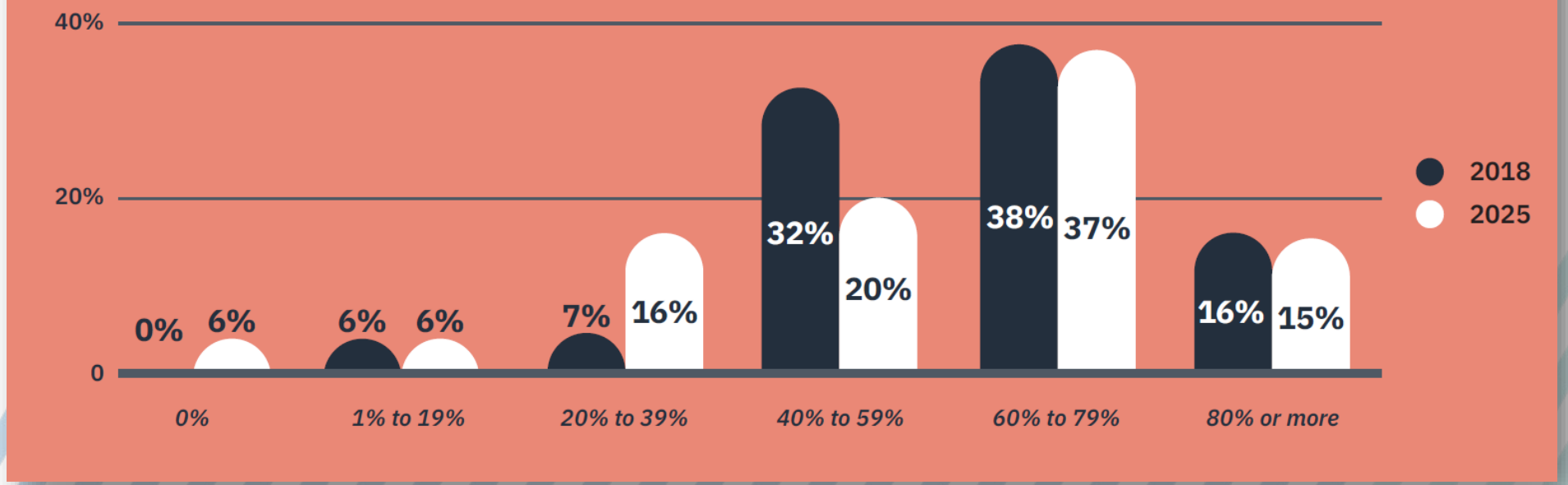
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Fig. 6: ***What percentage of your fundraising target were you, or do you expect to be, at for the public launch?***



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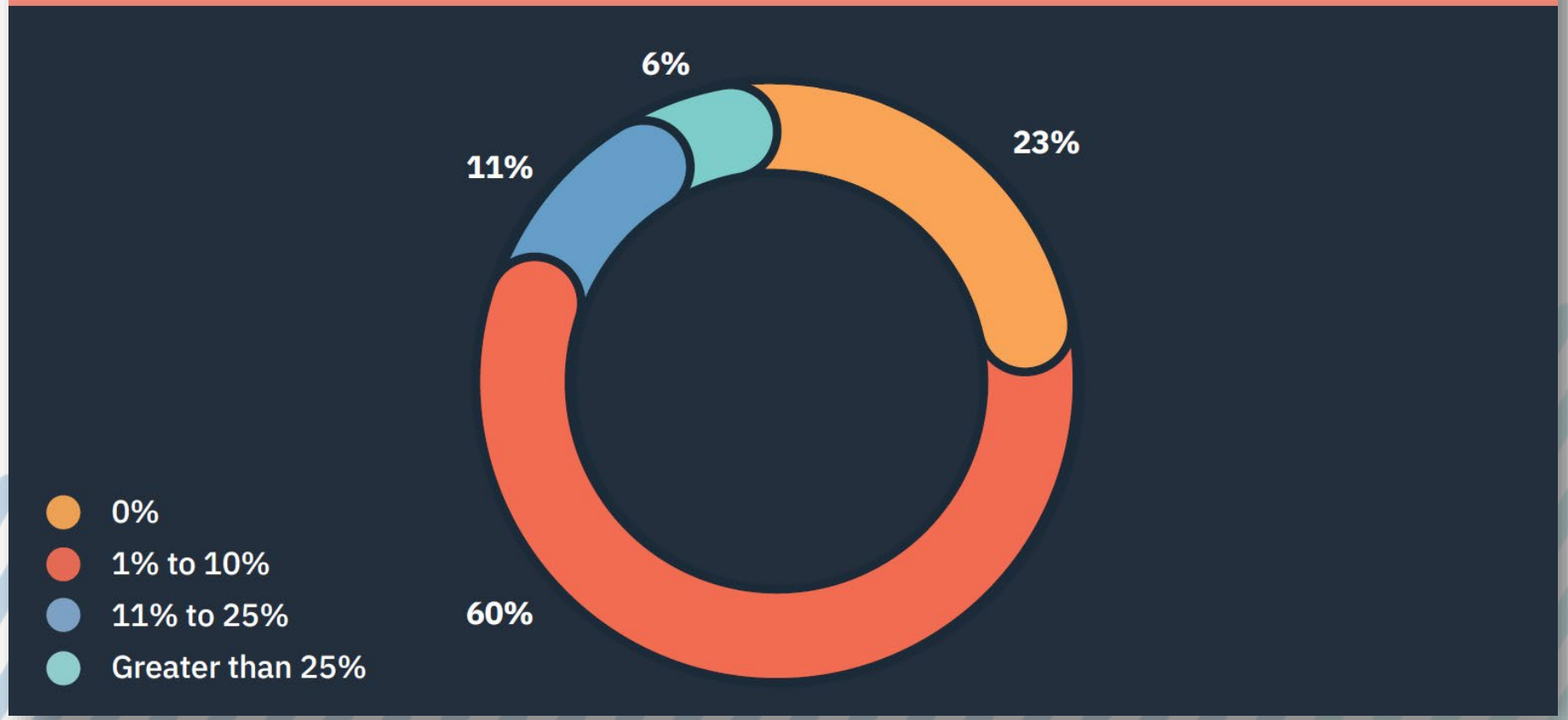
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Fig. 13: Approximately what proportion of gifts to your campaign have come from donors using Donor-Advised Funds to make their contributions?



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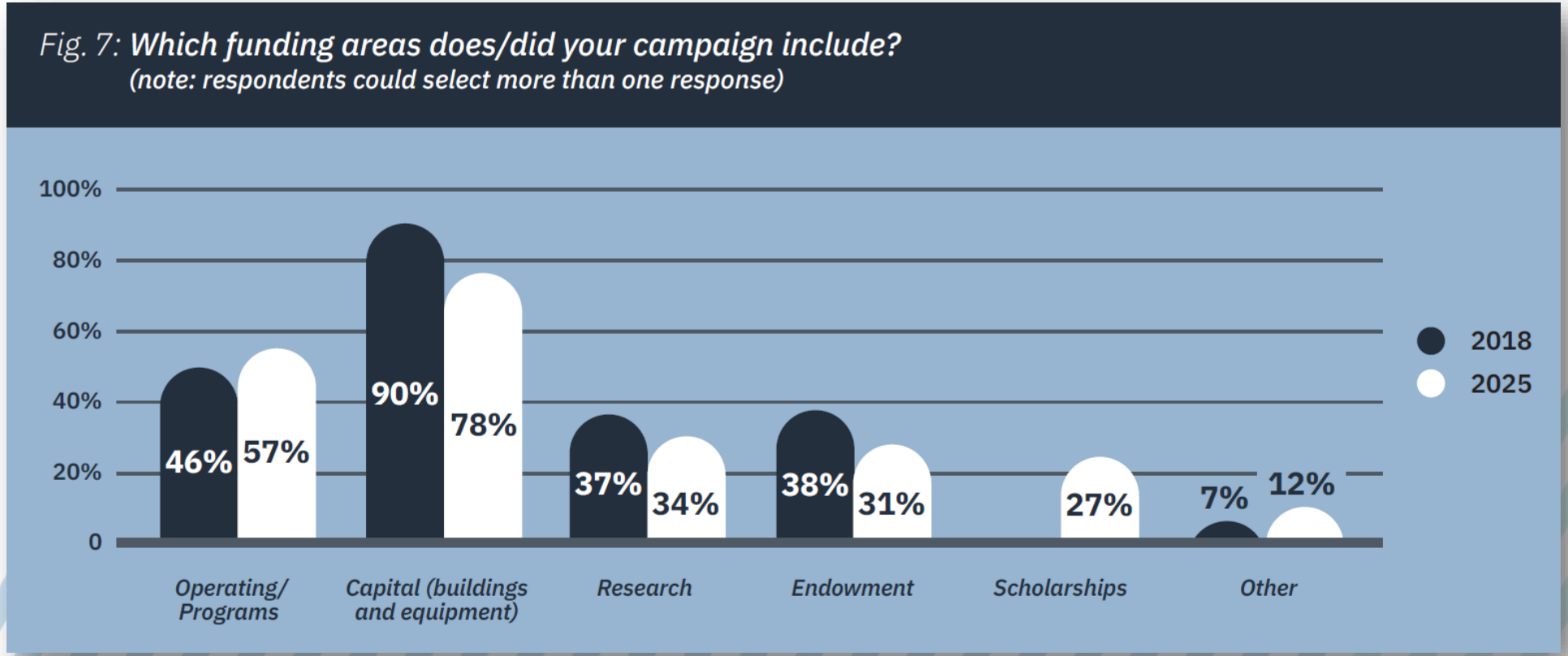
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Fig. 7: ***Which funding areas does/did your campaign include?***
(note: respondents could select more than one response)



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Research implication:

Affinity is becoming more granular. Strong prospect strategy sits at the intersection of all three.

Capacity	Affinity	Timing
Could they give?	What might they fund?	Why now?

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Fig. 14: Pathways to Major Gifts by Sector

Pathway	Hospitals/ Health Care	Universities	Colleges	Social or Community Services	Arts & Culture
Existing Major Donors	●●●	●●●	●●●	●●●	●●
Board/ Cabinet Connections	●●	●●●	●●	●●●	●●●
Grateful Patient/ Beneficiary	●●	●	●	●	●
Mid-Level Upgrades	●●	●●●	●●	●●	●●
Marketing	●	●	●	●	●
Events	●	—	—	—	●

●●● = Strongest pathway (75% or higher)

●● = Meaningful pathway (40% to 74%)

● = Complementary (10% to 39%)

— = Not significant (less than 10%)

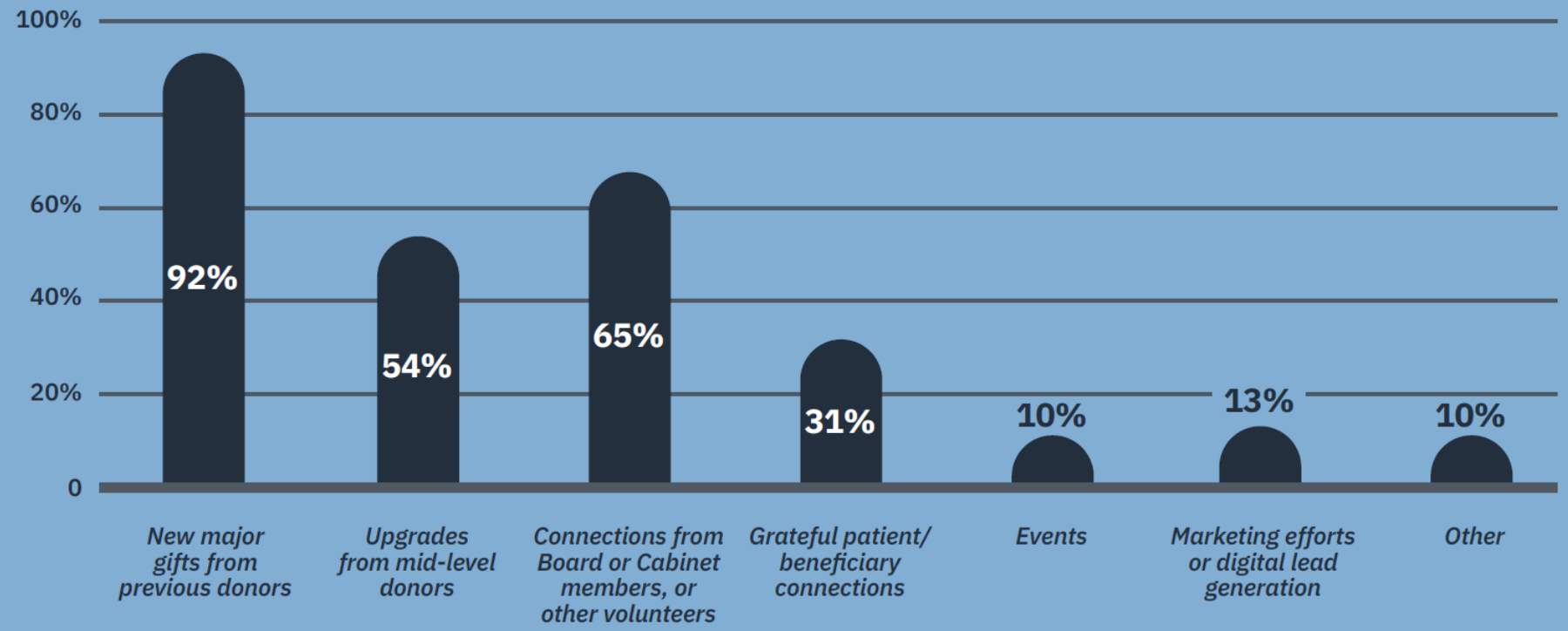
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Fig. 15: ***Which of the following pathways have been most important in securing major gifts for your current or most recent campaign?*** *(note: respondents could select more than one response)*



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Fig. 10: What is the typical pledge period for your major & principal gift donors?

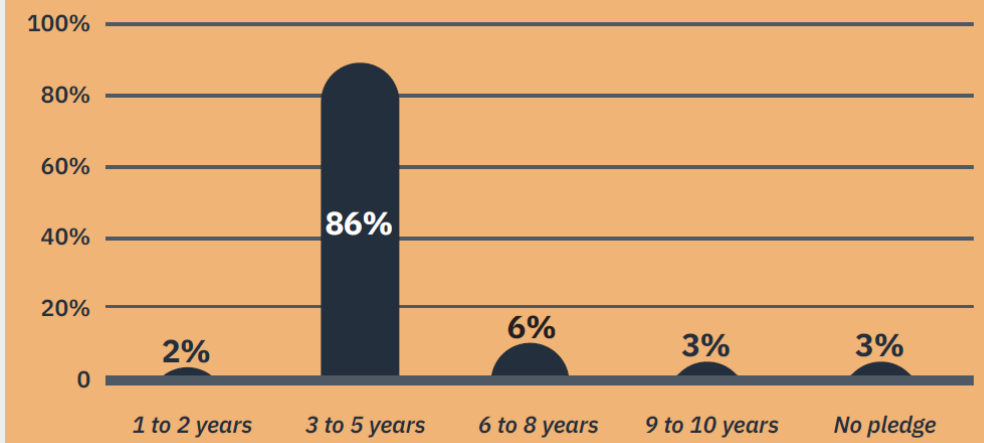
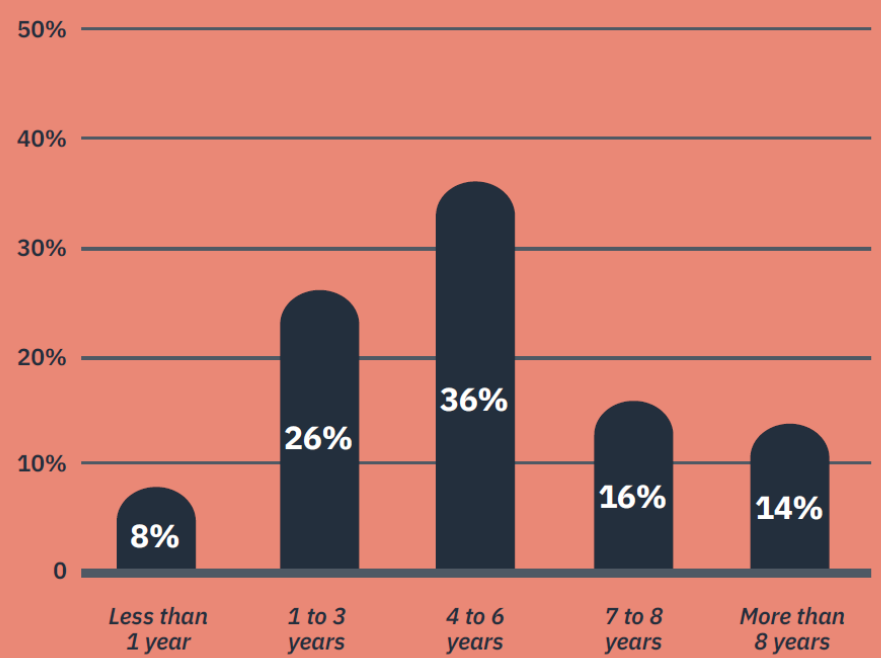


Fig. 3: What is anticipated to be (or was) the total duration of the campaign, including quiet and public phases?



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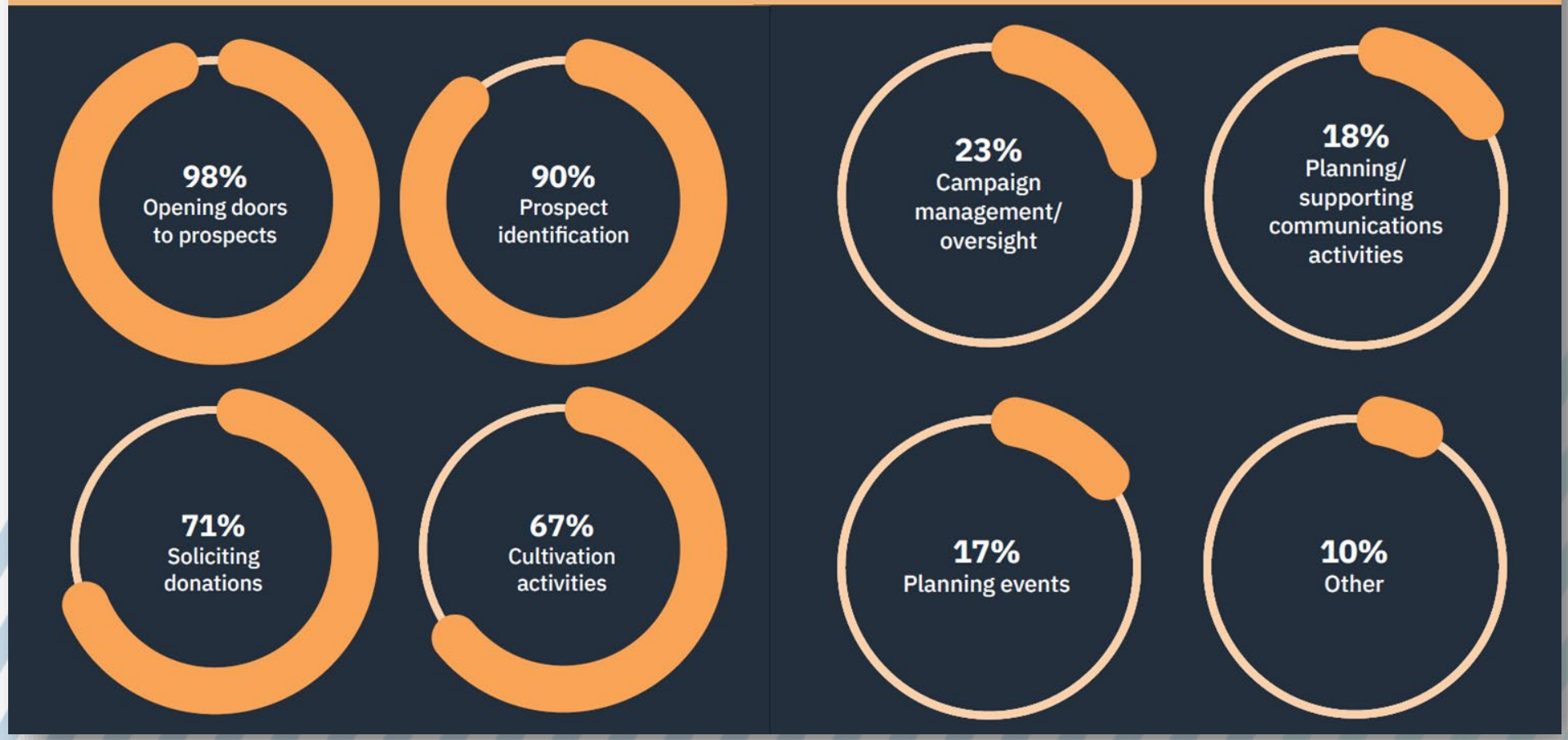
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Fig. 17: ***What role do your volunteers play in the campaign?***



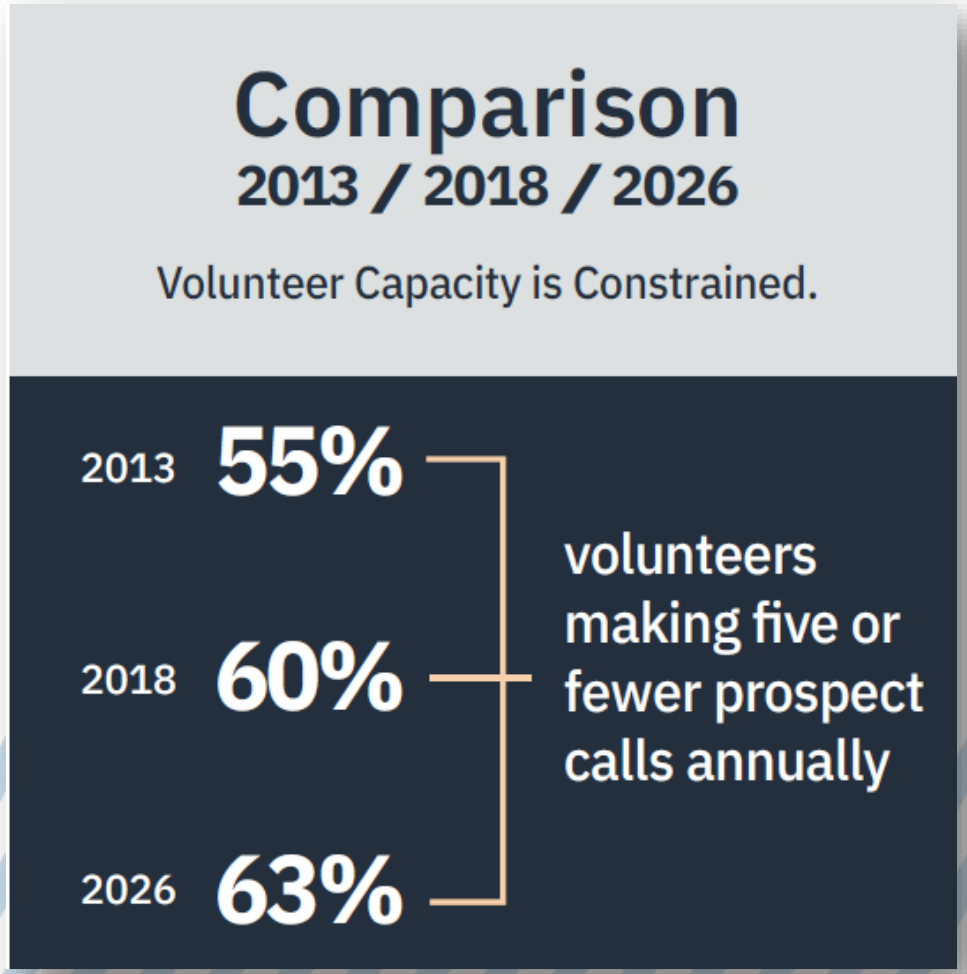
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Research implication:

Relationship mapping evolves from connection to confidence. Not every connection is an access point.

Possible connection → **Confirmed relationship** → **Strength of relationship** → **Willingness to open the door** → **Strategic priority**

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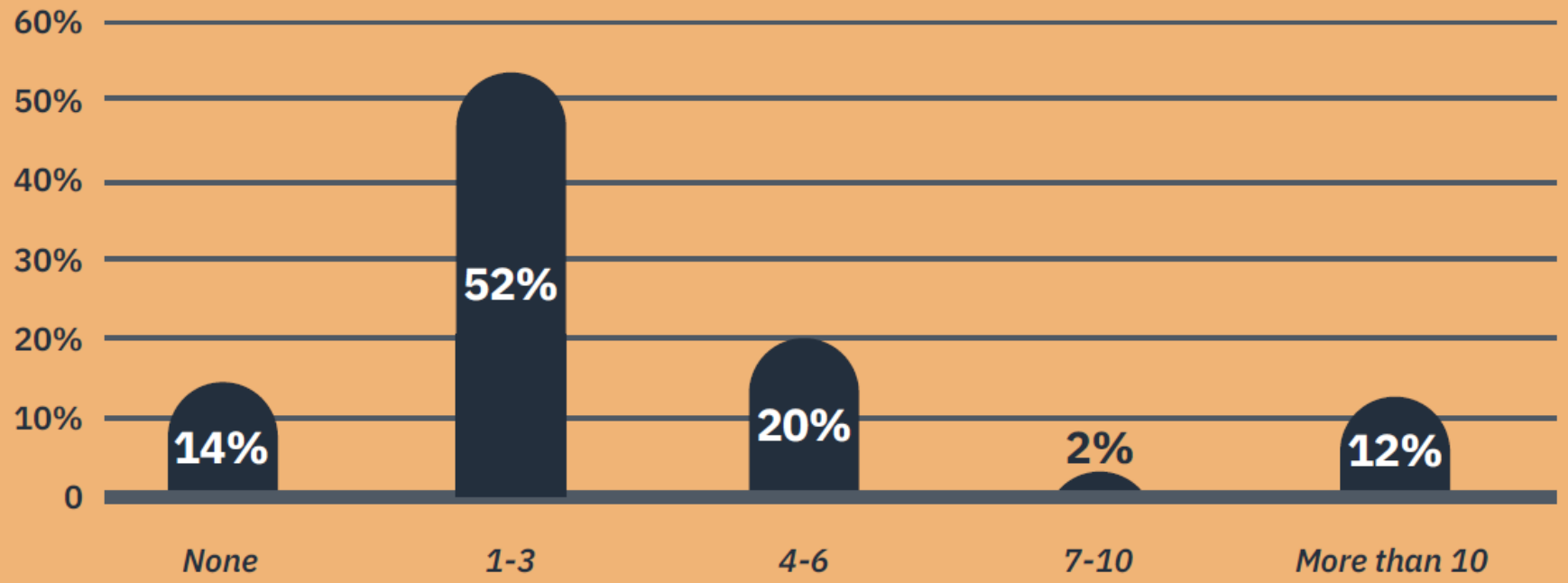
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Fig. 18: ***How many staff are you planning to add or did you add in total to execute the campaign?***



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Research implication:

Match the research to the decision. The higher the strategic or reputational stakes, the deeper the research.

Quick validation: Capacity / basic qualification

Focused research: Affinity / recent activity / relationship

Deep research: Lead prospect / transformational gift / complex circumstances

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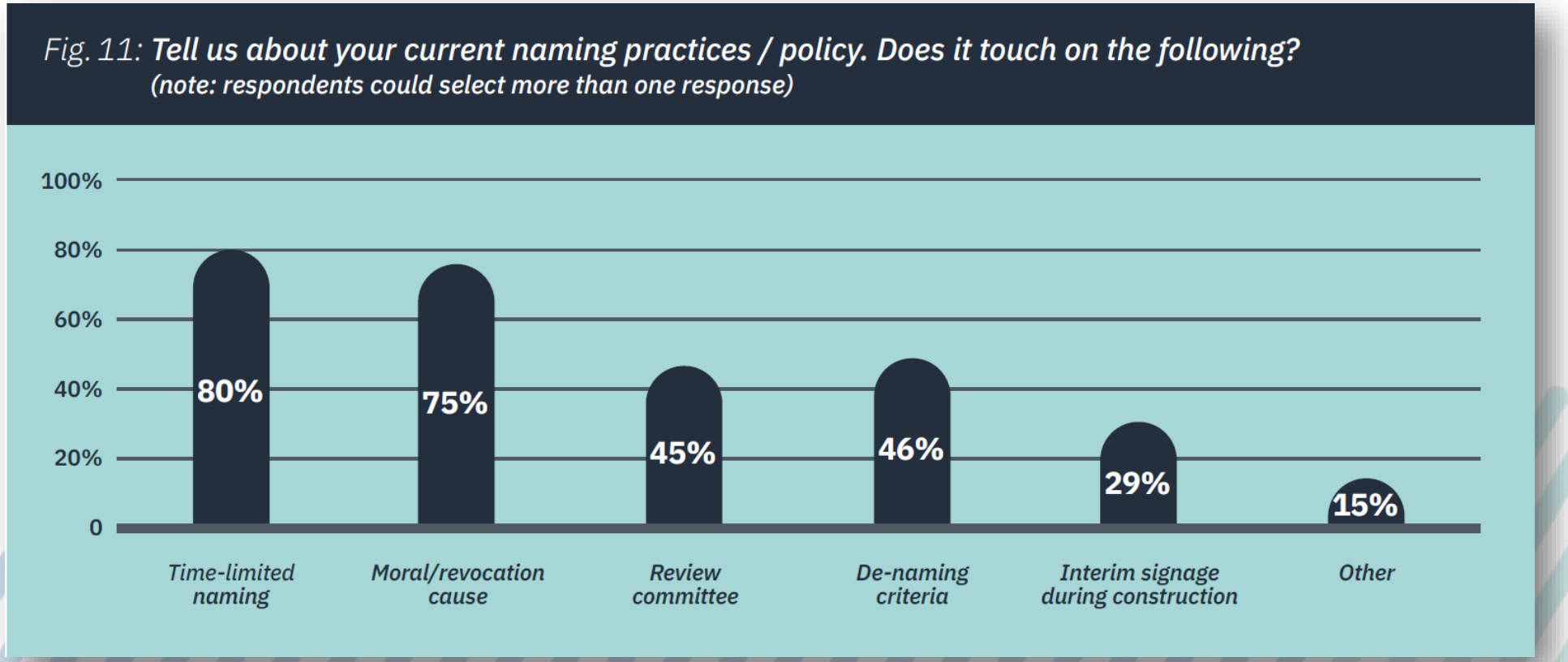
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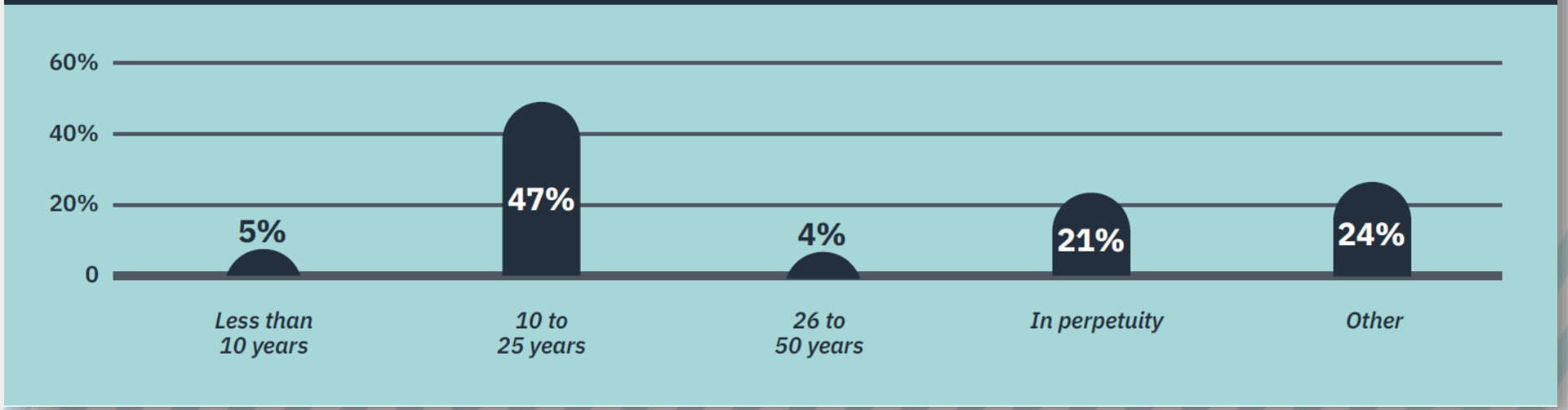
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Fig. 12: ***What is the typical duration for space/program naming at your organization?***



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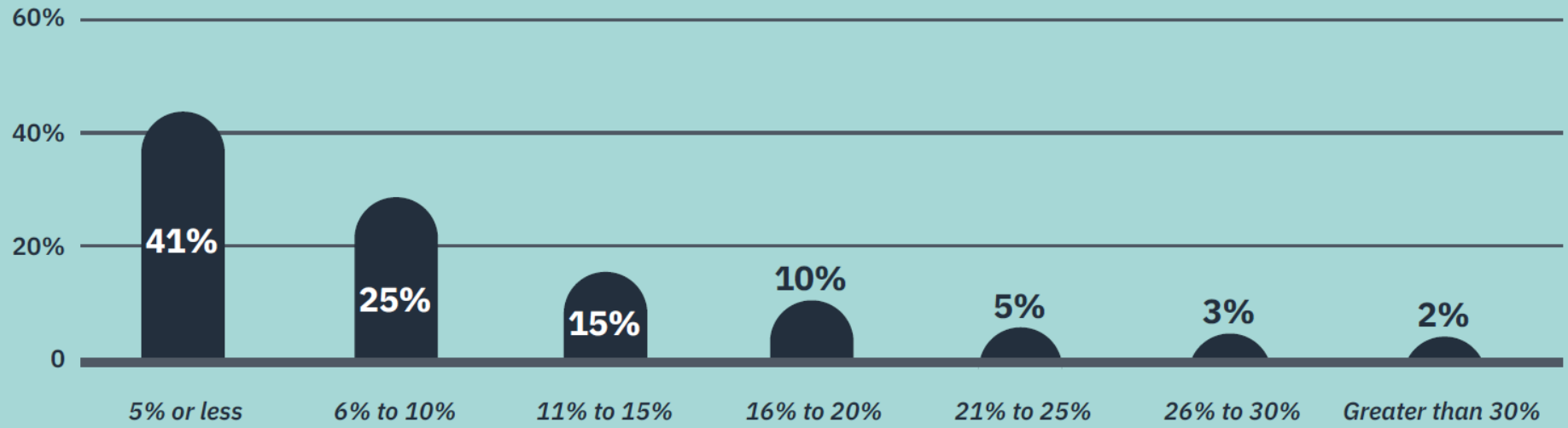
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Fig. 19: ***What is/was the approximate cost of your campaign relative to the financial goal? i.e. What percentage of the goal do you expect to spend on campaign expenses?***



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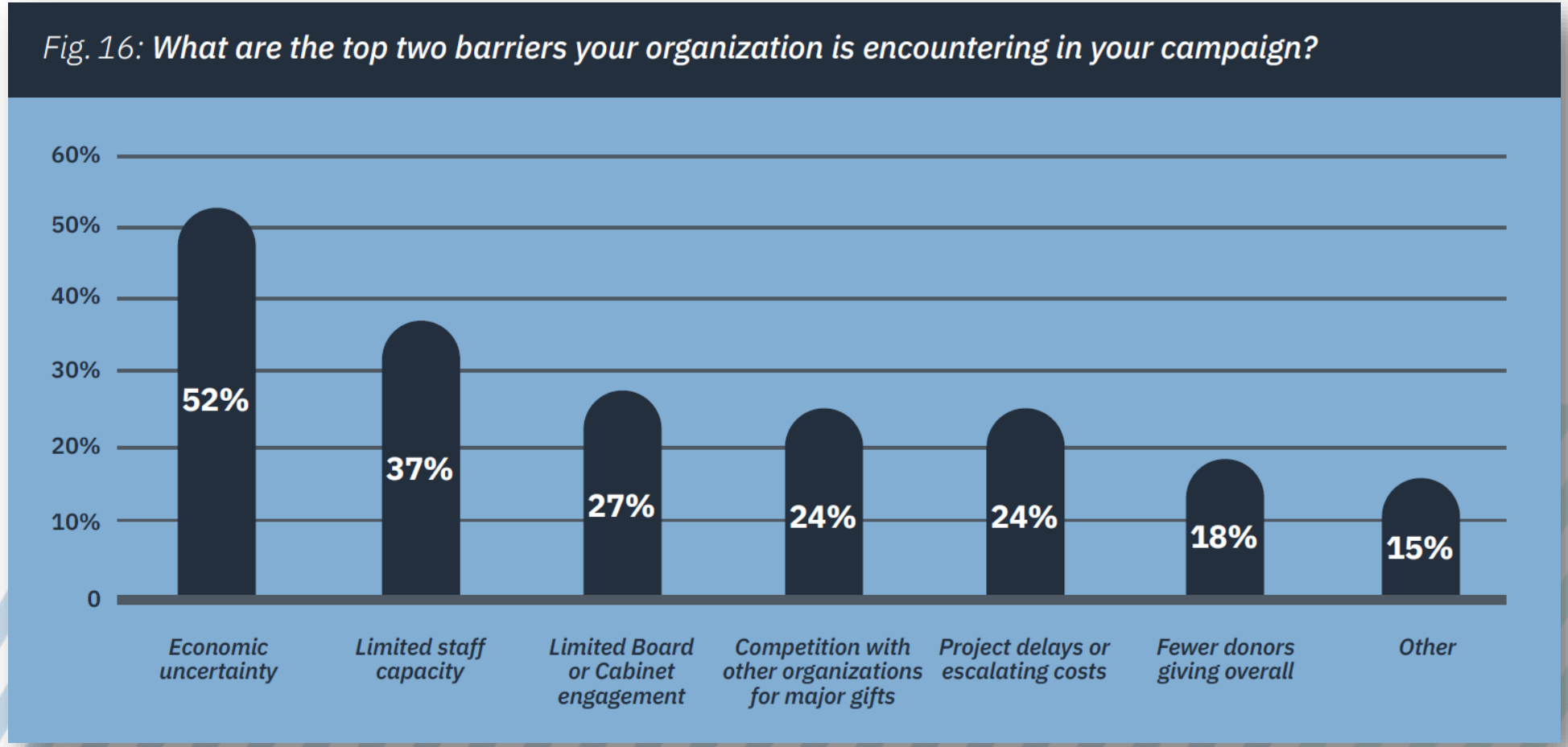
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What's Emerging.

Fig. 16: ***What are the top two barriers your organization is encountering in your campaign?***



1. Campaigns remain unmatched as a strategic mobilization tool.
2. Campaign success is increasingly concentrated at the top.
3. Take the time to plan and adapt to your reality.
4. Design for flexibility, not rigidity.
5. Make space for priorities—but anchor them in a unifying vision.
6. Today's donor may be tomorrow's campaign prospect.
7. Volunteers remain essential, but their time is finite.
8. Align ambition with capacity, especially staff capacity.
9. Protect the campaign before it is tested.
10. Understand and manage campaign economics.
11. Leverage everything.

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What's Enduring. What's Evolving.

What's Emerging.



What should research help the organization know?

Are the prospects at the top of the gift chart real?

Is there enough depth behind them?

Are the relationships strong enough to act on?

How current is the evidence we're relying on?

Where are the risks?

And where are the gaps?

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What does this mean for prospect research?

1. **Test the campaign ambition:** Assess whether the prospect pipeline can realistically support the goal.
2. **Look beyond capacity:** Consider affinity, access, relationship strength and timing.
3. **Build depth, not just names:** Understand where the pipeline is strong, where it is fragile and what happens if a lead gift does not materialize.
4. **Keep the intelligence current:** Reassess prospects, relationships and circumstances throughout the campaign.
5. **Match research to the decision:** Invest the deepest research where the strategic or reputational stakes are highest.

Questions

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