



## **Models of a Joint Campaign**

### **One for all and all for one**

This is a true partnership campaign where all the funds raised are pooled and divided according to a “pre-nuptial” agreement. A percentage is taken off the top for campaign expenses, recognition vehicles, etc. and the balance is divided according to the percentage formula. A donor may have a naming or dedication opportunity anywhere in the project.

### **One for all and some for each**

In this scenario, all funds are raised jointly and put into a joint pot. A percentage is determined for campaign and recognition expenses. The balance is distributed based on a priority setting exercise pre-determined by the partners. The priorities do not have to be equal in value. The key issue is that the top priority of each partner is satisfied before the second priority of either is satisfied. The priorities and relative costs must be agreed upon prior to the campaign. Donors may choose where they might want their naming or dedication opportunity, but the gift itself is not designated.

### **Modified Designated Campaign**

In this scenario, donors may designate all but a fixed percentage of the gift – say 25% which will be used for campaign and related expense, and to even out the “buckets” to ensure that more important priorities will be met before lesser ones. Naming and dedication opportunities will follow the designation. Donors may split their 75 – 80% between the partners at whatever proportion they choose.

### **Total Designation Campaign**

Partners will receive only the funds designated specifically for them. Each gift will be discounted by a fixed percentage to cover the cost of the campaign and related expenses. Naming and dedication opportunities will follow the designation. Partners have the sole responsibility of determining the use of the funds and communicating with the donors regarding those decisions.