



Noësis Plan of Campaign

CAMPAIGN PLAN
FOR
Noësis Project

JUNE 29, 2021

NOESIS MISSION

We are Educators. Our mission is to free Humanity from the churn of perpetual conflict, by defining its numerous evolutionary mechanisms.

The demise of Humanity through unchecked, ceaseless conflict is as certain as it is unnecessary. The wholly primitive compulsions that drive humanity can neither view nor redirect themselves. Noēsis has taken the lead in tracing, identifying, and describing the ancient and unresolved motivators of conflict. These relics have combined to either undermine, or destroy, every past human culture. An emotionally exhausted human species must fully understand the mechanisms of repetitive human failure.

NOESIS VISION

With this understanding in place, humans will view one another through the lens of Empathy, not of Conflict. A robust educational process will achieve critical mass, and seek to reach the entire globe. Humans will emerge as responsible and evolved stewards of a great gift.

Noēsis Project Plan of Campaign

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INTRODUCTION

This Plan of Campaign is specifically designed for Noësis. It applies time-tested philanthropic principles to the unique character and experiences of Noësis.

Time-tested principles include:

- A concise, clear and compelling Case for Support
- Committed Board and volunteers that take the story to prospects
- Infrastructure to conduct a campaign (staff and tools)
- Urgency and creativity to meet the challenge

All components of this Plan should be tested against these four principles.

I. PURPOSE

The Plan of Campaign includes strategy and organization and addresses leadership, initial prospects, campaign draft policies, time frame, and financial projections for the successful completion of a \$2.5 million capital campaign to be undertaken by Noësis Project.

The Case for Support will provide a concise, clear and compelling story of how Noesis will fulfill on its mission with a series of action steps and measurable goals to reach the widest audience possible.

The Case for Support will address how the funds will be spent.

II. CAMPAIGN FISCAL OBJECTIVE: **\$2,500,000**

Components:

Year One	\$ 150,000
Year Two	\$ 320,000
Year Three	\$ 510,000
Year Four	\$ 590,000
Year Five	\$ 680,000
Fundraising/Promotion Costs	\$ 250,000

III. CAMPAIGN ORGANIZATION

Noësis is building a high-functioning Board of Directors consisting of 8-10 individuals to guide the development of a robust organizational structure and to support the activities of the Campaign Committee. The job responsibilities of a highly successful Board often include:

- Attending 75% of the board meetings that meets at least four times a year.
- Fiduciary responsibility for the fiscal operations, including adoption of a budget
- Actively participate in the organization's fundraising program
- Make a meaningful gift to the Campaign, according to one's capacity
- Provide effective leadership on board level committees i.e. governance, finance, development, etc.
- Provide a leadership role with respect to outreach for the organization to the community whether the community is in the Philadelphia region, the United States, or a community composed of like-minded individuals.

Campaign Chair: TBD

The Campaign Chair, a person of influence and affluence, will provide the sense of urgency and volunteer leadership of the Campaign. The Chair will be the chief spokesperson of the Campaign and be responsible for strategic guidance of Campaign volunteers.

Campaign Committee:

A Campaign Committee of at least 8 individuals must be recruited to implement all prospect engagement and solicitation aspects of the Campaign. A volunteer will take responsibility for engagement, education, solicitation and stewardship of each major gift prospect in the Campaign. The job responsibilities of a highly successful Campaign volunteers often include:

- Know the Noësis Story and be able to communicate it to others
- Make a meaningful gift to the Campaign, according to one's capacity
- Provide a leadership role with respect to identification, research, engagement, education (cultivation), solicitation and stewardship of Campaign prospects
- Faithfully attend Campaign Committee meetings that meet monthly

Initial recommendations for Campaign Committee membership includes:

Mr. Anthony A. Wall, Jr.
Ms. Laura DeVries
Jack Maley
Volunteer 2
Volunteer 4
Additional members

Mr. Kenneth Curcio
Kathy Barnes
Volunteer 1
Volunteer 3
Volunteer 5

Campaign Counsel

Noësis will retain competent Campaign Counsel to provide oversight and guidance to Noësis and the Campaign leaders for at least the first two years of the Campaign. S. Friedman Associates can provide a proposal to serve as counsel to the Campaign leaders as they follow the steps outlined in this Plan of Campaign.

IV. STAFFING, CAMPAIGN MANAGEMENT AND INFRASTRUCTURE

Noësis is engaged in rapid growth on all levels. Starting just two years ago and gaining significant momentum in 2021, Noësis is building its Board and basic administrative structure, developing curriculum, educational programs and public engagement activities, and launching a Capital Campaign to generate operating funds to accomplish these tasks.

Among the requirements of this emergence are functional roles for administrative direction, program development, organizational assistance and massive infrastructure enhancements.

Equally challenging is the daunting task of developing a philanthropic infrastructure to manage prospect identification, research, engagement and solicitation of donor prospects. Both aspects of Capital Campaign urgency and ongoing operational annual fundraising are combined in this initiative to generate increasing amounts of annual support through a Campaign structure.

Acquisition of necessary software (FlipCause, Virtuous, DonorPerfect, Salesforce, Raiser'sEdge, etc.) and retaining volunteer/paid staff to learn and maintain the software is an urgent challenge.

Integrating the major gifts concepts of capital campaigning with the evolving social media methodologies to engage and attract interested people adds another significant layer to the administrative challenge.

Noësis will manage the campaign with a staff member or volunteer serving as Campaign Director. This role is much like a Chief Operating Officer and may be combined with other administrative tasks. However, significant dedicated time is required to maintain campaign momentum. An Administrative Assistant will be engaged to provide all support for the Campaign.

Following adoption of the Plan of Campaign by the Noësis Board, S. Friedman Associates can provide a proposal offering Campaign Counsel to guide Campaign staff and volunteers in campaign implementation.

V. CAMPAIGN TIMETABLE

By June 30, 2021

- Plan of Campaign completed.
- Case for Support in draft form.
- Campaign Key Documents drafted.
- Initial list of Individual (11) and Foundation (313) Prospects identified.

July 1-December 31, 2021

- Complete Board education (cultivation) and solicitation.
- Engage a Campaign Director (staff or volunteer) for Campaign Management.
- Engage services of administrative assistant to implement office procedures, data entry and campaign communications.
- Develop theme for campaign and campaign correspondence materials.
- Prepare detailed job descriptions for the Campaign Chair(s) and Committee.
- Recruit Campaign Chair(s) and people of influence and affluence to the Campaign Committee.
- Prepare campaign materials, including letter of intent for multiple-year pledges.
- Conduct solicitation training session(s) for Board and volunteers.
- Assign Campaign Committee members to prospect engagement.
- Hold first Campaign Committee meeting and then convene meetings monthly if not more frequently to accelerate the campaign.
- Conduct Six-months of Prospect Identification, Research and Engagement activities.
- Engage prospects at earliest opportunity.
- Conduct initial conversations and submit proposals for lead gifts when possible.

January 1 - June 30, 2022

- Complete Top 30 gift solicitations; multiple-year gifts of \$75,000 and above.
- Continue regular Campaign Committee meetings.
- Campaign Communications as called for.
- Continue prospect identification, research, engagement & solicitation.
- Plan campaign kickoff and public announcement.

July 1-December 31, 2022

- Conduct Leadership solicitations; multiple-year gifts of \$25,000 to \$74,999.
- Plan First Year Victory Celebration.
- Conduct Campaign Assessment and make strategic adjustments.

VII. THE SOLICITATION PROCESS: PROJECTED SOURCES OF SUPPORT

Noēsis Business Plan - Fundraising

The Solicitation Process for Noēsis is built upon the objectives articulated in the Business Plan. Among the fundraising assumptions of the Business Plan:

- *There is no precedent to the Noēsis mission. This presents unique challenges to engagement of fresh supporters and donors. A learning curve will guide the role out of engagement methods, acquisition of supporters and soliciting donors.*
- *Noēsis exists to reach and to educate the ENTIRE GLOBE.*
- *To achieve this, a robust administrative, organizational and financial footing must exist; to develop and maintain conduits for global education, Noēsis requires financial freedom.*
- *To that end, Noēsis will seek philanthropic entities that exist primarily to support global, humanitarian missions. Our donors will vigorously support Noēsis, after absorbing the intelligence, the consistency, the remedial and hopeful spirit, and the fact-based approach that we maintain. Noēsis is the only entity that exists to explain the MECHANISMS of repetitive human failures, but never to blame or judge them.*
- *Small donations to Noēsis will be properly recognized and equally cherished. At no time will small donations be diminished in importance. Larger and ongoing donations are required to provide critical mass in reaching a global audience more quickly.*
- *The mission by itself will STIR interest of foundations, corporations, and private-sector donors. The material will then CEMENT interest. Noēsis will then RETAIN interest through ongoing insight, fact-based education, and action-driven methodology.*

From Noēsis Business Plan

Scope of Campaign

The campaign is a special gifts effort to raise \$2.5 million from a selected group of donors to support the work of Noēsis through an evolving set of five annual campaigns, each with the financial objectives as laid out in the Business Plan.

Leadership

The Board, Campaign Committee, and influential friends of Noēsis will be required to diligently work to identify, engage and solicit prospects to secure the Top Ten Gifts, Leadership Gifts (next 20), Special Gifts and Community Gifts (many) to the Campaign.

Noesis is starting with the challenging circumstance of having no donors and no qualified prospects. It is an objective of this initial project to identify potential individual and foundation and corporate prospects for the Campaign.

Prospects - Foundations

Approximately 313 foundations have been identified in the ten-state Boston to Washington corridor that fund issues related to international peace and security. This cohort of states was selected as a test to learn if there would be a significant base of foundations meriting additional research. This test indicates there are a significant number of foundations with more than an passing interest for international peace and security. Based on this finding it is recommended a search be conducted nationwide to identify qualified foundations.

Over 140 Board members serving on a select group of 24 of these foundations have been identified. Most of these were selected because of a strong match between their funding priorities and Noesis mission.

A couple of family foundations were selected because they originated in Philadelphia and there is the possibility Noēsis board members might recognize some of the foundations' board members.

A chart of the 24 selected Foundations is enclosed as a separate document. Personally knowing a board member or executive staff member of a foundation often can be a critical factor in securing a grant.

This cohort of 313 foundations merits significant additional research to identify those that may be qualified prospects and recipients for outreach or submission of a written grant application.

Utilization of databases such as Foundation Online or Foundation Search has the potential to assist with qualifying prospects. The larger foundations usually have websites describing their funding priorities and grant guidelines while some will also provide a history of organizations funded accompanied by brief project descriptions. However many foundations, typically the smaller family foundations, do not have websites. Their annually

submitted IRS 990 returns are available for review on databases such as Foundation Online and frequently are the best if not the only source of determining a funder's giving patterns.

Most but not all IRS 990's submitted by foundations contain a list of grant recipients with the amounts funded, often accompanied by brief project descriptions. These descriptions can be critical to qualifying a foundation as a viable prospect.

Research determining if a single foundation is a qualified prospect is estimated to take approximately 30 minutes on average. It will take in the range of 155 hours of staff or contracted service time to conduct research on this cohort of 313. If Noesis elects to follow the recommendation to conduct a nationwide search to identify foundations additional resources will be required and the criteria to qualify a foundation may also be adjusted (i.e. assets of the foundation or amount of the typical grant awarded).

The person(s) completing the research will be responsible to assess whether there may be a match between a foundation's funding priorities and Noësis' mission and if it merits the investment of Noësis resources to submit a grant application. A template to record information and to assist with qualifying foundation prospects follows.

TEMPLATE FOR FOUNDATION RESEARCH

NAME OF FOUNDATION:

URL:

Date Researched: for xx on xx

Researcher:

Who if anyone at the Organization knows someone at the Foundation:

FOUNDATION CONTACT INFORMATION:

Contact:

Title:

Email

Phone:

Address:

TOP FUNDING PRIORITIES (Stated by organization or through assessment of grants awarded)

- 1.
- 2.
- 3.

3 OR 4 EXAMPLES OF GRANTS (WITH AMOUNTS) WHICH ARE RELEVANT TO **Organization's** mission. This information is often available on a foundation's website. If not, the funder's IRS 990's for the most recent 3 fiscal years may be the most convenient source to identify patterns of giving. This information is publicly available at no charge.

- 1.
- 2.
- 3.
- 4.

GUIDELINES / CRITICAL RESTRICTIONS:

(i.e. Geographic, direct service, does not support advocacy)

- A.
- B.
- C.

FINANCIAL

Fiscal year ends:

Assets at end of most recent reported fiscal year: \$

TOTAL AMOUNT OF CONTRIBUTIONS AWARDED: \$

Number of Grants (for most recent fiscal year):

Range of the typical grant: \$

Largest grant: \$xx,xxx (identify recipient(s) and if available the project or program)

Smallest grant: \$y,yyy (identify recipient(s) and if available the project or program)

TRUSTEES (List all with their positions, i.e. President, VP, Secretary, Treasurer):

APPLICATION PROCESS:

Letter of Inquiry or Introduction (LOI) required as 1st step in application process

Posted deadlines are _____

LOI's reviewed throughout the year with no specific due dates

On-line application portal

Unsolicited applications accepted

Posted deadlines are _____

Applications reviewed throughout the year with no specific due dates

On-line application portal

Does not accept unsolicited applications

Application by invitation only

POTENTIAL FUNDING SOURCE*

Yes

List top 3 reasons

1.

2.

3.

No (list top reasons)

1.

2.

3.

Additional research required

1. Call or email the foundation

***It is important to identify**

a. If the funder is a repeat giver

b. If new applicants are introduced into the mix of awardees each year

c. The type of organizations (i.e. arts, health, etc.) receiving the larger grants awarded

d. If the grants awarded support the grant guidelines posted on the funders website or if there are many exceptions

Prospects - Individuals

Ten individuals were interviewed and no additional prospects were identified during the project. The utilization of DonorSearch software has the potential of identifying individuals with philanthropic capacity and subject interest. Such service is recommended for the Campaign as soon as 50 individual prospects are identified.

Capital Campaign prospect identification follows an 'Inside Out; Top Down' approach. Individuals closest to Noësis are the first ones to be engaged, educated and solicited. In this circumstance, the Board and acquaintances of Board members will receive first attention.

Second, those individuals familiar with the Founder, notably strong friends from high school and college, and professional business associates will be engaged.

An independent source of world-wide interested people will be identified via social media and website self-identification. A process to identify and qualify potential interest and donations will be employed.

Target ideal distribution of prospects includes:

- *Build a prospect list with a **minimum of 120 names** as shown in the Chart of Standard Gifts to raise \$2,500,000.*
- *The ideal prospect list will consist of individuals (85% of list) and foundations (10% of list), and corporations (5% of list).*
- *Outreach will be initiated to individuals and foundations, and corporations where a personal relationship exists*

Prospect Categories

The Campaign Committee and friends of Noēsis will work to identify the prospects and support the active solicitation of these prospects in the following categories:

Noēsis Board and Key Friends

The personal solicitation of Noēsis board members and key friends will be initiated under the leadership of the Noēsis Board Chair and Founder Anthony A. Wall, Jr. Each prospect will be asked "to consider making the largest gift they have ever given to support Noēsis."

Top Ten Gifts (30 Prospects) [\$75,000 and higher]

The Top Ten gifts, largely received from the Top 30 Prospects, will likely comprise 60% of total funds raised through the Campaign for Noēsis. Top Ten prospects will be *capable* of multi-year gifts of \$75,000 and up.

Leadership Gifts (60 Prospects) [\$25,000 to \$74,999]

This major gifts effort will focus on those individuals, foundations and corporations able to make multiple-year gifts of \$25,000 or more. The Campaign Committee will coordinate engagement and solicitation of prospects capable of gifts at this level.

Special Gifts (Many) [\$10,000 to \$24,999]

The special gift effort will focus on those individuals, foundations and corporations able to make a multiple-year gift of between \$10,000 and \$24,999.

A larger group of volunteers will be required for this endeavor, necessitating the recruitment of others beyond the Campaign Committee. Creative personal face-to-face methods of engagement, education and solicitation will be used for Special Gifts.

Community Gifts [\$1,000 to \$9,999]

The community gifts program will be comprehensive in breadth and reach out to all individuals, foundations and corporations that may have a special interest in the Project. It is meant to serve as an "annual fund" function and fall outside the explicit purview of the Campaign Committee. It will be conducted primarily through Internet social media, video and direct mail campaigns.

General Gifts (Small Gifts)

(Gifts solicited via social media and other passive methodologies)

Reprise of Prospect Timetable

July 1 –December 31, 2021

- Complete Board education (cultivation) and solicitation.
- Qualify Foundation Prospects (from 313) and build Individual Prospect List (from 11).
- Conduct Six-months of Prospect Identification, Research and Engagement activities.
- Engage prospects at earliest opportunity.
- Conduct initial conversations and submit proposals and requests for lead gifts when possible.

January 1 -June 30, 2022

- Complete selected Top 30 gift solicitations; multiple-year gifts of \$75,000 and above.

July 1-December 31, 2022

- Conduct Leadership solicitations; multiple-year gifts of \$25,000 to \$74,999.

**PROJECTED GIFTS NEEDED
[THE CHART OF STANDARDS]**

In order to meet its \$2.5 million financial objective, the Campaign should achieve the following approximate distribution of capital gifts. Experience suggests that a minimum of three prospects will be needed for each gift. As the chart indicates, capital gifts of varying sizes will be needed, and every gift is important to the success of the campaign.

Gift Size	No. of Prospects	No. Gifts Needed	Amount	Cumulative Total
\$500,000	3	1	\$500,000	\$ 500,000
\$250,000	3	1	\$250,000	\$ 750,000
\$150,000	3	1	\$150,000	\$ 900,000
\$125,000	6	2	\$250,000	\$ 1,150,000
\$ 75,000	15	5	\$375,000	\$ 1,525,000
\$ 50,000	30	10	\$500,000	\$ 2,025,000
\$ 25,000	30	10	\$250,000	\$ 2,275,000
\$ 10,000	30	10	\$ 100,000	\$ 2,375,000
>\$10,000	MANY+	MANY	\$ 125,000	\$ <u>2,500,000</u>

VIII. Campaign Policies

GENERAL CAMPAIGN POLICIES

[Initial Proposed]

These general campaign policies will govern the conduct of the **Noësis campaign**. These policies fall within existing fundraising guidelines and may be expanded upon or amended during the course of the campaign.

1. The Optimal Goal of the campaign is **\$2,500,000**. It will likely be announced at the beginning of 2022.
2. The campaign will report all gifts as of **January 1, 2021** for campaign objectives.
3. The campaign will include **operating expenses for five years, 2021 – 2025**.
4. Any funds accruing through bequests or unsolicited gifts during the campaign period will be credited toward the campaign objective at the discretion of the Campaign Committee.
5. **The capital pledge solicitation time period will extend until December 31, 2022. The Annual Fund campaign will continue as determined at that time.** Payments on pledges are expected through 2026.
6. This will be a campaign to obtain cash gifts, stock or pledges, payable for up to five years. However, as determined on a case-by-case basis, the payment period may be extended beyond five years.
7. All campaign volunteers will make personal and/or appropriate corporate gifts proportionate to their giving capacity before soliciting others.
8. Gifts will be sought in the form of cash, securities and other property that will allow conversion to cash in a reasonable time. Planned gifts and gifts in-kind that directly support identified needs will be credited as appropriate.
9. The Campaign Committee reserves the right to decline any gift not appropriate for this campaign.
10. The Campaign Committee is authorized to establish and accept named gifts under such terms and conditions established by the Noësis Gift Acceptance Policy.
11. Donors will be recognized for their total pledges and gifts to the campaign during the campaign period. Donor recognition may include naming opportunities.
12. If a donor's financial circumstances change, the terms of the pledge may be adjusted. A pledge is considered a voluntary, moral obligation.
13. All campaign pledges, pledge reminders and payments shall be recorded and tracked electronically by Noësis.
14. All donors will be recognized with appropriate acknowledgment and tax receipt letters according to established guidelines.

IX. CAMPAIGN MATERIALS AND PROMOTION

Because the Noësis Campaign will be directed to only a small number of prospects, there will be a need to produce prospect appropriate materials.

Below is a listing of campaign-related promotional materials that should be prepared for the Noësis Campaign. Essentially, such materials need to reflect the goals of the campaign in a tasteful, cost-effective manner, while still carrying the messages in a clear, concise and compelling manner.

Campaign Case for Support

The case statement articulates the reason and rationale for the Campaign. It is the basis for the development of all Campaign material and guides solicitations, be they with individuals, corporations, or foundations.

Video Presentation

Increasingly, philanthropy is enabled virtually and communication is done online. Noësis is uniquely situated in that most of Noësis material is presented via video. Ideal time would be 3 - 5 minutes; add campaign specific components where possible and cost effective.

Leave-Behind Piece

Develop initial brochure for early calls. As the campaign unfolds, reevaluate to determine appropriate adjustments.

Campaign Stationery Materials

A unique set of campaign-related stationery materials should be developed to reflect the "core message" of the campaign. Included in this set should be:

- Campaign letterhead (with leadership), note cards & matching envelopes
- Campaign packaging/mailing materials (such as portfolios, labels, etc.)

Campaign Communications

Twenty-first Century philanthropy calls for communication often. Even more important, it is essential to communicate concisely, clearly and in a compelling fashion. An appropriate series of campaign updates should be prepared to inform volunteers and donors of organization and campaign progress. The recognition of donors must also be routine and appropriate.

Public Relations Activities

Close coordination should be achieved between those promotional efforts and materials directly organized for the campaign and the continuing public relations efforts pursued by Noësis. Since this will start as a "quiet" campaign, little publicity should be given early in the campaign. However, significant visibility should be generated about the work of Noësis, primarily via social-media.

X. WAYS TO GIVE

Noēsis is prepared to receive various kinds of gifts, and campaign staff is equipped to develop individualized giving plans that will enable prospects to give at maximum potential. As the financial objectives of the Campaign are for Annual Operating Funds, outright gifts of cash or securities are preferred. Donors may make outright gifts or certain types of deferred gifts to the campaign, as follows:

Outright gifts of cash or securities

A contribution of an outright gift combined with a several-year cash pledge is that which is the most commonly sought campaign gift. Pledges to the campaign may be paid over a five-year period. This is the first priority with each prospect, as it is most desirable from the Noēsis standpoint.

Deferred gifts

Deferred giving utilizing charitable tax planning techniques may enable a prospective donor to find a way to make a larger gift to the campaign than he or she may have thought possible. At the same time, such a gift may maximize tax and economic benefits. Such planned giving techniques are sophisticated, and it is important to involve leadership in considering such an approach. In addition to talking with a prospect, conversations regarding a deferred gift will normally be undertaken with a prospect's legal and/or financial advisor(s).

Since the Noēsis Campaign is primarily an operational campaign, only those gifts in the form of Charitable Gift Annuities and Charitable Lead Trusts will be counted toward the campaign goal. Other deferred gifts such as real estate, life insurance, and closely held stock, will be accepted, but will only be counted toward the goal if sold and the proceeds directed to the campaign. Other deferred gifts (such as Charitable Remainder Trusts and Pooled Income Funds) will not be counted toward the campaign goal unless an endowment component is added to the overall campaign plan.

Bequests

Unrestricted bequests received will count toward the campaign goal, unless otherwise restricted.

All campaign pledges are payable on a schedule established by the donor, but will normally not exceed a five-year payout period.

All gifts will be officially processed, acknowledged and recognized by Noēsis.

XI. NAMED GIFT OPPORTUNITIES

A formally adopted list of commemorative, or named, giving opportunities accomplishes three principal campaign needs:

- It sets goals for the leadership giving necessary to complete the campaign successfully.
- It conveys the value Noēsis has placed on itself and its campaign objectives.
- It sets fair market values for donors so they can feel assured they are receiving appropriate recognition for their gifts to the program.

The following format for named gift opportunities will be of continuing assistance to solicitors and donors (specific list to be developed):

<u>Naming Opportunity</u>	<u>Amount</u>
PROJECT ONE	\$500,000
Endowed Chair for Director	\$250,000
PROJECT THREE	\$150,000
PROJECT FOUR	\$125,000
PROJECT FIVE	\$ 75,000

There may be there may be naming opportunities associated with digital communications since the website, videos, and social media will have a prominent role in Noēsis programs and the campaign.

By its very nature, a capital campaign is more concerned with the size of pledges than with the number of donors. Thus, the Noēsis Campaign will focus on seeking the largest pledges possible from prospective donors capable of substantial commitments -- i.e., \$25,000 and higher. But it is also important for the future funding of Noēsis that as many donors "invest" in the success of the campaign as is possible, which, in turn, will provide the prospect base for an annual fund effort.

Therefore, the Noēsis Campaign will use general direct mail and social media campaigns to interested friends of Noēsis, in an effort to significantly expand the base of support for this campaign.