

Indianapolis Zoo Launches Record Campaign with Help from JGA

About the Zoo

The Indianapolis Zoo (the Zoo) is a 93-acre non-profit zoo, public aquarium, and botanical garden, and one of the largest privately funded zoos in the U.S. Incorporated in 1944, the current zoo opened in 1988 at White River State Park near downtown Indianapolis. The Zoo houses over 1,400 animals and the adjoining White River Gardens has over 50,000 plants. Annually, the Zoo attracts over 1 million visitors. The Zoo also engages in global conservation partnerships that have a significant impact on species and habitat survival. More than just a world-class attraction, the mission of the Indianapolis Zoo is to protect nature and inspire people to care for our world.



Launching a Transformative Campaign

To fund several new facilities, visitor welcome space, and conservation collaboration programs, the Zoo sought input from key supporters to ensure campaign messaging was exciting and inspiring. Along with a review of organizational structure and donor data, this helped launch campaign planning.

Because the Zoo has powerful local presence and a national conservation mission, interviews expanded to include national stakeholders. This led to a \$53M campaign goal, the largest ever undertaken by the Zoo.

“We talked with people who were not only long-standing donors but people who were new to the Zoo,” says Ted Grossnickle, JGA senior consultant and founder. “The Zoo needed a planning process that was exciting to donors, and the Zoo took the time to get it right.”

This process has been key to success. The campaign is currently tracking ahead of pace and a highly successful outcome is anticipated.

“JGA has strong expertise on the national, regional, and local level. Their team brings an experienced perspective and external voice that provides insight that is invaluable when leading a Campaign.”

- Karen Burns, Executive Vice President

JGA's Feasibility Study Approach

A feasibility study is active capital campaigning and is an integral part of the cultivation and involvement process of major donors and prospects. A customized study tests your organization's campaign goals with top donors as well as organizational and community leadership. To meet these key goals, JGA feasibility study projects commonly include:

- Interviews with key stakeholders, board members, and organization leaders.
- High-level, confidential conversations with potential lead donors.
- An analysis of your donor and constituent data to estimate capacity and engagement readiness.
- Recommendations of a campaign goal, a campaign structure, timetable, and overall strategy
- Informed, honest advice that makes JGA an authentic partner in your campaign journey

95% 

of JGA-guided campaigns met or exceeded goal

 \$7.3 billion

tested in nearly 200 JGA-led feasibility studies since 2000