

Process



- Pre-Campaign Planning**
- Clarify Objectives
 - Approval from BOE
 - Set Goals
 - Establish Committees
 - ID and Engage Prospects
 - Draft Case Statement
 - Begin Donor Relationships

Pre-Campaign Planning

Feasibility Study

- Plan Phase**
- Finalize Case Statement
 - Develop Timeline for Phases
 - Create Donor Recognition Plan
 - Develop Solicitation Strategy

Planning and Quiet Phase

- Quiet Phase**
- Host Donor Meet Sessions
 - Conduct Walking Tours
 - Solicit Large Gifts
 - Review and Revise Goal
 - Plan Kick Off

- Campaign Kick Off**
- Announce Campaign Goal
 - Market Progress
 - Media

Kick Off

- Public Phase**
- Solicit Mid-Level Gifts
 - Solicit Membership Gifts
 - Solicit Broad-base Gifts
 - Host House Parties and Events
 - Donor stewardship

Public Phase

Celebrate

- Follow Through**
- Thank Donors
 - Show Donors Impact
 - Final Campaign Report

Follow Up