

ATTACHMENT B

Sample Campaign Plan

Campaign plans are designed to assist Clients in securing funds for Capital Projects. Please bear in mind that this plan is just that – a plan. Campaigns are normally divided into five phases:

1. Organization Phase
2. Cultivation and Solicitation Phase
3. Follow-up Phase
4. Special Events
5. Post-Campaign

Phase 1 — Organizational Phase

Infrastructure and Leadership Development includes:

- Drafting campaign plan
- Establishing campaign policies & procedures
- Development of a case statement
- Identification of possible donors
- Development of a gift range table
- Recruitment of additional Campaign Committee members

Phase 2 — Cultivation and Solicitation of Lead Gifts

Typically there are four main components of the cultivation and solicitation phase. They are cultivation and solicitation of 1) leadership, 2) special, 3) general, and 4) other gifts. Upwards of 90% of the campaign total will often come from 10% of the campaign donors

Phase 3 — Follow-up

Follow-up is essential!

Phase 4 — Special Events

We often recommend major and supporting special events. Planning for these events is best done 12 months in advance of the event. Anything less than 6 months of planning begins to work to the detriment of the event.

Phase 5 — Post Campaign

This final phase is the point in which two major things occur. First, substantial activity to secure all pledges, and second, the development of reports from each of the committees via their committee chair. Experience has shown that the last gifts are oftentimes the most difficult ones to secure in a comprehensive campaign. Those most enthusiastic and excited about the campaign have likely already made a gift. This is a time when the Campaign Committee must re-double its efforts to finish the effort. In addition, it is helpful to de-brief the campaign and to once again publicly and privately acknowledge the contributions of those who have been active in it.