

# Capital Campaign Timeline

<b>ACTION</b>	<b>12 Month Campaign</b>	
	<b>Estimated Month of Completion</b>	<b>Actual Month of Completion</b>
<b>PHASE I</b>		
Recruit Campaign Steering Committee	2	
Program refined/calendar revised	3	
Prospects identified and database developed	3	
Case for Support brochure complete/approved	3	
Communications/cultivation program developed and begun	4	
First meeting – evaluation committee	4	
Evaluations complete	4	
“Family” (Board, etc.) solicitations complete	4	
<b>PHASE II</b>		
Campaign Cabinet Co-Chairs enlisted	5	
Campaign Support Council letters sent	5	
Campaign General Chair(s) enlisted	6	
Division Chairs enlisted	6	
Pledges from Top 10 prospects	7	
Kickoff date confirmed	7	
Kickoff invites sent	7	
Campaign brochure to printer	7	
All Major Gifts Division solicitations complete	8	
50 total solicitations	8	
Kickoff date (actual)	8	
<b>PHASE III</b>		
75 total solicitations	10	
50 total pledges (date received)	10	
Go/no go – community division (call)	10	
100 total solicitations	11	
75 total pledges (date received)	11	
100 total pledges (date received)	12	
CloseOut	12	