

Special New Major Gifts Membership Campaign---Alice Drake, Chairperson  
Contribution Levels of \$1,000 \$2,500 \$5,000 \$10,000  
Campaign Planning Meeting: Tuesday, March 10, 1998---9:00 am---Judson Manor

Suggested Agenda

- I. Welcome: Wallace Smith, President of the Board  
What the new committee will mean to the success of the Annual Fund
- II. Introduction of the new campaign: Alice Drake, Chairperson
  - To provide a compelling vehicle for the attraction of new donors
  - To convincingly suggest major increased gifts from current donors
  - To raise the level of giving by individuals to our organization
- III. Premises: The ways we will meet those objectives
  - Review lists of Annual Fund donors of \$100 to \$9,999 for our prime prospects
  - Review lists of our non-donor advocates and supporters for likely prospects
  - Identify prospects with potential to raise their gifts to the nearest of our four levels
  - Create Vice-Chair positions relative to the numbers of prospects to be solicited
  - Recruit a committee whose members will personally select and solicit 4-6 prospects
  - Create organization-related names for the new membership levels
  - Offer special benefits and/or equate respective support levels to the works we do
  - Provide recognition to donors in gratitude and to encourage others to participate
  - Actively promote donors to seek matching contributions from their employers
  - Develop special promotional brochures and advertise the program in the newsletter
  - Continually present our organization's mission with enthusiasm and pride
- IV. What we are going to do today:
  - Review each name in consecutive order for the rating and evaluation exercise
  - Identify those individuals with potential to give \$1,000--\$2,500--\$5,000--\$10,000
  - Set approximate dates to consider for scheduling the campaign "Kick-Off" meeting
- V. What we do following this meeting:
  - Have absent members provide their identification and ratings of prospects
  - Compile and categorize prospects by their rated respective membership levels
  - Convene the kick-off meeting of the committee and make prospect assignments
  - Have regular report and progress meetings
  - Conduct the campaign to its successful conclusion