

The Campaign For Symphony Centre
Suggested Capital Campaign Calendar And Plan Of Action

- 2-17-___ Preliminary identification, rating and evaluation of major prospects

- 3-1 Commence campaign planning interviews
- 3-18 Conclude campaign planning interviews

- 4-21 Assess interviews and make recommendations regarding all facets of the campaign

- 5-1 Identify, rate and evaluate major prospects for personal solicitations
- 5-1 Develop divisional goals for trustees, corporations, foundations and individuals

- 7-1 Produce the Case For Support of the Symphony Centre Campaign
- 7-23 Recruit campaign Chairman

- 8-2 Refine major prospects' ratings and identify new prospects
- 8-31 Recruit 16-18 campaign committee members, each to personally solicit 5-6 prospects

- 9-3 Produce donor commemorative--named gift opportunities
- by 9-17 Compile contribution, patron, association profiles of the major prospects
- by 9-17 Print the Campaign brochure
- by 9-17 Print solicitation materials as needed such as pledge cards, letterhead, etc.
- by 9-17 Commence solicitation of the Board of Trustees for their 100% participation
- 9-17 Campaign kickoff meeting/solicitor training event with media and other special guests
- 9-17 Press release, feature story, promotion, etc., announcing the Campaign to the public

- by ___ Obtain at least one major gift to be used for matching-challenging other prospects
- by ___ Secure commitments of other leadership and pace-setting gifts
- by ___ Raise at least 50% (\$2.6 Million) of the \$5.325 total capital campaign goal
- _____ First progress and report meeting for the campaign leadership and committee
- monthly Meetings (approx. three) of the committee for progress reports and campaign tracking
- ongoing Meetings, entertaining, site visits etc., with major prospects for cultivation and solicitation
- ongoing Publicize and otherwise announce major gifts as received
- ongoing Promote and advertise the Campaign and the project via all media and other sources
- 12-31 End of the campaign
- TBD Install plaques and recognize donors to give them desired credit
- TBD Dedication of the new Youngstown Symphony/Symphony Centre

revised: _____