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
by ___ First progress and report meeting for the campaign leadership and committee
by ___ Meetings (approx. three) of the committee for progress reports and campaign tracking
by ___ Meetings, entertaining, site visits etc., with major prospects for cultivation and solicitation
by ___ Publicize and otherwise announce major gifts as received
by ___ Promote and advertise the Campaign and the project via all media and other sources
by ___ End of the campaign
by ___ Install plaques and recognize donors to give them desired credit
TBD Dedication of the new Youngstown Symphony/Symphony Centre

revised: _________