A) MISSION--CASE DEVELOPMENT
   1) Based upon the demonstrated value of Ronald McDonald House and its goal to serve significantly more families better, and at the same time evidencing overall financial stability
      a) Articulates in actual numbers believable growth in services
      b) Encourages sharing the values and purposes of Ronald McDonald House with its support and service constituencies
      c) Compels high priority giving consideration from major prospects

B) MAIN FUNDING STRATEGIES
   1) Develop a gift table to suggest that most of what will be raised will come from a relatively small number of donors in order to focus upon the highest potential
   2) Identify and rate key prospects
   3) Determine the balance between Trustee, Individual, Foundation and Corporate gifts
   4) Establish the money goal based upon actual construction, moving, furnishing and operating costs of the new building
   5) Solicit the Board first for commitments, if possible, of one-third to one-half of the overall goal and for 100% participation
   6) Seek challenge--matching grants to attract other gifts
   7) Secure other non-Board leadership gifts
   8) Avoid broad-based solicitations and distractions from the necessary bigger gifts efforts
   9) The Annual Fund Campaign is compatible with the Capital Campaign and should be kept separate
   10) Publicly announce the Campaign when about 50% of the goal is committed

C) BUDGET
   1) Principal expense components
   2) Expenses must represent a fair and reasonable percent of the goal

D) COMMEMORATIVE AND “NAMED” GIFT OPPORTUNITIES
   1) Guidelines relative to the important McDonald’s Corporate gift and its visibility
   2) Persuasive to prospects and bolstering to the solicitors
   3) In any event, keep secondary to the main reasons for giving to the Campaign

E) CAMPAIGN BROCHURE AND OTHER PRINTED MATERIALS
   1) Brochure production must not impede the Campaign activity
   2) It should be simple, but well done to attract attention, but also observing due economy

F) THE CAMPAIGN LEADERSHIP
   1) Chairperson and Vice-Chairs to lead campaigns to Trustees, Corporations, Foundations, Individuals, etc.
   2) Six to eight member solicitation committee
   3) The major duties of the Committee
G) CAPITAL CAMPAIGN FINANCIAL PROJECTIONS
   1) Based upon a 12-14 month campaign duration to meet the Grand Opening objective
      a) Quarterly estimates for:
         --Commitments/pledges
         --Cash payments necessary to keep pace with on-going expenses

I) DEVELOP A FULL AND COMPREHENSIVE CAMPAIGN CALENDAR AND ACTION PLAN
   FROM THE BEGINNING TO THE END OF THE CAMPAIGN

J) THE NEXT STEPS