

RONALD McDONALD HOUSE
SUGGESTED CAPITAL CAMPAIGN CALENDAR AND PLAN OF ACTION

DATE

PROGRAM

1993

Jan. 1 Develop the Mission-Case statement for support

May 18 Campaign Chairman Yank Heisler, Vice Chairman-Society Bank, is recruited

June 9 Provide to the Chairman key RMcDH constituency candidates for the Steering Committee

June 30 Current Committee members meet to identify, rate and evaluate all major prospects

June 30 Develop divisional goals for Corporations, Foundations and Individuals

June 30 Produce a number of donor commemorative--named gift opportunities

current Solicit certain prospects for matching and challenge grants

by 7/20 Recruit 6-8 additional members for the Capital Campaign solicitation committee

on going Develop a total Communications, Publicity, Promotion, "Marketing," etc., plan

July 26 First meeting of the Committee to select major prospects for their personal solicitations

by 7/30 Print solicitation materials as needed such as pledge cards, letterhead, etc.

current Secure commitments of other leadership and pace-setting gifts

by 9/1 Print an informative and descriptive brochure stating the Case for the building

by 9/1 Raise at least 50% (\$2.15 Million) of the \$4,300,000 capital campaign goal

Sept. Press release, feature story, promotion, etc., announcing the Campaign to the Public

on going Periodic meetings of the Committee for progress reports and for other assignments

on gong Regular meetings, entertaining, etc., with major prospects for cultivation and solicitation

on going Publicize and otherwise announce major gifts as received

on going Install plaques and recognize donors to give them desired credit and to inspire others

on going Promote and advertise the Campaign and the project via all media and other sources

by 3-'94 END OF CAMPAIGN

Spring DEDICATION OF THE NEW BUILDING

revised: _____