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