

Campaign Solicitation Kits

- Campaign Solicitation Kits Should:

1. Instill Confidence
2. Provide Needed Information
3. Be Easy To Use

- At A Bare Minimum A Solicitation Kit Should Include The Following:

1. Case for support of the campaign
2. Most recent annual report of the organization or an executive summary of it
3. Campaign organization chart and list of volunteers
4. Solicitor job description
5. Campaign Calendar
6. Profile and report form for each prospect with contribution record and suggested asking
7. One-page description of the organization, its value to the community, & its past successes
8. Additional support materials such as press clippings, press releases, & awards received
9. Suggested proposal letter
10. Organization or campaign stationery
11. Pledge cards or gift envelopes