

MAJOR GIFTS CAMPAIGN

DATE

CAMPAIGN CALENDAR & PLAN OF ACTION

- _____ ORIENTATION AND PLANNING MEETING WITH THE CHAIRMAN, BOARD PRESIDENT AND GENERAL MANAGER
- _____ ESTABLISH CAMPAIGN NET REPEAT DOLLAR VALUE BY MEANS OF PREVIOUS DONORS' GIFTS, LESS KNOWN MAJOR ATTRITION
- _____ REVIEW ALL PREVIOUS DONORS TO RATE AND EVALUATE FOR POSSIBLE UPGRADES TO SEVERAL MEMBERSHIP LEVELS
- _____ IDENTIFY, RATE AND EVALUATE NEW PROSPECTS
- _____ SET THE GOAL FOR THE CAMPAIGN
- _____ PRODUCE THE GIFT "BENEFITS," PREMIUMS, ETC., FOR EACH GIFT LEVEL
- _____ PRODUCE SOLICITATION MATERIALS: LETTER, MEMBERSHIP PUBLICATIONS, RETURN GIFT ENVELOPES, ETC.
- _____ RECRUIT VOLUNTEERS BASED UPON THE ASSIGNMENT OF FIVE PROSPECTS TO EACH SOLICITOR
- _____ CAMPAIGN "KICK-OFF" MEETING FOR SOLICITORS TO PERSONALLY SELECT THEIR PROSPECTS AND TO COMMENCE THEIR SOLICITATIONS
- _____ MAILING TO ALL PROSPECTS ANNOUNCING THE CAMPAIGN, AND INDICATING THEY WILL BE RECEIVING A PERSONAL CONTACT SOON
- _____ SOLICITATION LETTERS TO ALL NON-SELECTED PROSPECTS
- _____ CAMPAIGN PROGRESS REPORTS TO THE CAMPAIGN LEADERSHIP
- _____ TELEPHONE FOLLOW-UP BEFORE THE END OF THE CAMPAIGN TO ALL YET UNREPORTED PROSPECTS
- _____ END OF THE CAMPAIGN
- _____ REWARD, ACKNOWLEDGE, RECOGNIZE DONORS AND VOLUNTEERS