

SAMPLE: ADVANCE CAMPAIGN PLAN

RESOURCE 2.20



Advance Campaign Chair: _____(name)

Goal

Early solicitation of pledge from chapter, vestry, vestry college, committee chairs, committee members, members of the planned givers' group and some of the 50 major donor prospect families. Goal is 100% pledged by September 1.

Timeline

May: Campaign case drafted and produced, vestry approached by Chair to request early pledge, and present Advance Campaign

May: Vestry told that they are being asked to make an advanced 2016 pledge in May and June, prior to the community pledge campaign September - November.

Mid-May: Drafts of letters are written (specialized opening paragraphs for each group with general letter body content for all groups)

Mid-May: Advance Campaign Chair approves letters (most letters jointly signed by Advance campaign Chair and Canon Steward)

Mid-May: Warm-up letters* to vestry sent (Vestry letters sent over signature of Senior Warden, Advance Campaign Chair and Canon Steward)

June: All remaining warm-up letters* (vestry college, committee chairs, committee members, members of the planned givers group) sent

Mid-June to Mid-August: Telephone solicitations and thank you letters managed to completion of advance campaign pledges from all advance campaign prospects.

*(Note: In August, Major donors will be approached with specific plans determined on consultation with the Chair of Major Gifts Advisory Committee, (name). Major Donors will only receive warm-up letters if they are in one of the group names above and even then, these letters and calls will be flagged and reconsidered in each specific case.)