

resource development
group

An Overview of RDG's Campaign Process

The WHAT

The 5 components of the campaign journey

The HOW

The 6 steps of each component

The WHO

The campaign team

LEADERSHIP ASSESSMENT

1. Strategic Planning
2. Case Statement
3. Goal Setting
4. Conduct Interviews
5. Test Financial Capacity
6. Report Findings

CAMPAIGN PREPARATION

1. Theme/Positioning
2. Leadership
3. Campaign Process
4. Master Prospect List
4. Campaign Pyramid
6. Presentation Tools

LEADERSHIP PHASE

1. Campaign Leadership
2. Top 50 Prospects
3. 100% Board support
4. Executive Briefing
5. Public Relations
6. Leadership Solicitation

MAJOR GIFT PHASE

1. Team Selling
2. Sector Strategy
3. Group Presentations
4. Blitz Strategy
5. Leverage
6. Public Kickoff

GENERAL PHASE

1. Pending Follow-up
2. Broaden Base
3. Recognition
4. Pledge Redemption
5. Investor Relations
6. Celebration

RDG Partners, Staff, Board Members and Campaign Leadership

Campaign Timetable

MONTH

An ideal 12-month Campaign Timetable

