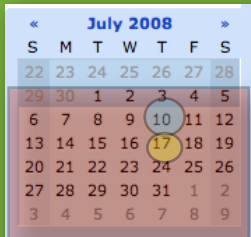
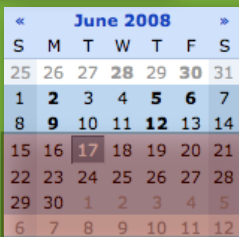


JUNE 15 - JULY 31

90 DAY CAMPAIGN ACTION PLAN



Item / Task	Staff	Due
Finalize Campaign Timelines - 90 Days	RDG / MH, ZD, RS	Jun 25, 2008
Finalize Metrics and Scorecards	RDG / MH, ZD, RS	
Select Tier 1 Exec. Briefing (5-8) Hosts	RDG / MH, ZD, RS	
Begin Setting Appointments - Board Members	RS	→
Finalize Prospect List & Rankings (Tiers 1, 2, 3, & 4)	RDG / MH, ZD, RS	Jul 7, 2008
Finalize Exec. Briefing Invite Letters	RDG / MH, ZD, RS	Jul 10, 2008
Finalize Tier 1 (5-8) Exec. Briefing Dates	MH, ZD, RS	
Finalize Fare Share & Investment Strategy	RDG / MH, ZD, RS	
Send Tier 1 Exec. Briefing Invite Letters	RS /Hosts	Jul 18, 2008
Finalize Campaign Letters - Non Exec. Briefing Invitees	RDG / MH, ZD, RS	
Select Tier 2 Exec. Briefing (20) Hosts	RDG / MH, ZD, RS	
Finalize Tier 2 Exec. Briefing Dates	MH, ZD, RS	Jul 31, 2008
Finalize / Complete Campaign Materials - Case Statement / Brochures / Website	RDG / MH, ZD, RS / Van	
Campaign Management Software Training	RDG / MH, ZD, RS	TBD
Meet with Board Members Hosting Exec. Briefings	RDG	TBD

AUGUST 1 - SEPTEMBER 30



Item / Task	Staff	Due
Send Tier 2 Exec. Briefing Invite Letters	RS /Hosts	Aug 8, 2008
Executive Briefings Commence (Tier 1 & 2)	Hosts / MH / RDG	Aug. 18 →
Letters to Base Broadening Invitees	RS	
First Commitment Milestone	RDG / GNOI / Hosts	Aug. 29 →
Set Base Broadening Appointments	RS	Sep. 1 →
Continue Campaign Management	RDG / RS	→
Continue Base Broadening & Management	RDG / RS	
Complete Executive Briefings (Tier 1 & 2)	RDG / GNOI / Hosts	Sep 31, 2008