JUNE 15 - JULY 31

« June 2008				*	*			July 2008					
5	М	т	W	т	F	S		s	М	т	W	т	F
5	26	27	28	29	30	31		22	23	24	25	26	2
L	2	3	4	5	6	7		29	30	1	2	3	4
3	9	10	11	12	13	14		6	7	8	9	(10)1
15	16	17	18	19	20	21		13	14	15	16	(17)1
22	23	24	25	26	27	28		20	21	22	23	24	2
29	30	1	2	3	4	5		27	28	29		31	1
6	7	8	9	10	11	12		3	4	5	6	7	8

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	\rightarrow
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. Brief- ings	RDG	TBD

90 DAY CAMPAIGN ACTION PLAN





AUGUST 1 - SEPTEMBER 30

	*	August 2008 »									
	s	М	т	W	т	F	s				
	27	28	29	30	31	1	2				
	3	4	5	6	7	8	9				
	10	11	12	13(14)	15	16				
	17	18	19	20	21	22	23				
	24	25	26	27	28	29	30				
	31	1	2	3	4	5	6				
-	7	8	9	10	11	12	13				

*	« September 2008 »						
s	М	т	W	т	F	s	
24	25	26	27	28	29	30	
31	1	2	3	4	5	6	
7	8	9	10	(11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	1	2	3	4	
5	6	7	8	9	10	11	

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	\rightarrow
Continue Base Broadening & Management	RDG / RS	
Complete Executive Briefings (Tier 1 & 2)	RDG / GNOI / Hosts	Sep 31, 2008