

Campaign Timeline

- Commence Campaign Prep

- Refine Program Details
- Develop Benchmark System
- Recruit Campaign Leadership
- Complete Prospect Screening & Rating
- Initiate Brochure Development
- Attempt to Meet with Public Sector
- Begin Community Education

- Produce Campaign Materials
- Initiate Investor Relations
- Commence Broad-based solicitation calls
- Kick-off?

- Follow up and Closure
- Close-out function
- Records hand off

5-YEAR GOAL: \$1M

April 2005

eptember 2006



Jarch 2006