VIRGINIA'S HAMPTON ROADS
ECONOMIC DEVELOPMENT ALLIANCE

CAMPAIGN TIMELINE

May 26, 2006
Commence Campaign Prep
- Secure Co-Chairs
- Recruit Campaign Council
- Create & Produce Campaign Brochure/Materials
- Complete Prospect Screening & Rating

June 20, 2006
Commence leadership solicitation

July 30, 2006
Complete 60 solicitation calls
Benchmarks: $1.5 million committed
$1.0 million pending

August 30, 2006
Complete 120 solicitation calls
Benchmarks: $2.5 million committed
$1.5 million pending

September 30, 2006
Complete 180 solicitation calls
Benchmarks: $3.5 million committed
$2.0 million pending

October 30, 2006
Complete 240 solicitation calls
Benchmarks: $5.5 million committed
$2.0 million pending

November 30, 2006
Complete 300 solicitation calls
Benchmarks: $6.5 million committed
$1.5 million pending

December 31, 2006
Complete 300+ solicitation calls
Benchmarks: $7.0 million committed
$1.0 million pending

January 31, 2007
Campaign Close-Out
Benchmarks: $7.0+ million committed
- Bring all Pending accounts to closure
- Complete all Campaign Files
- Deliver Campaign Close Out Report
- Campaign Celebration Event