Campaign Timeline Option #1 Direct Solicitation



Strategic Planning Session	 Phase I Campaign Preparation Secure Campaign Co-Chairs/ Advisory Council Members Screen and Rate Funding Prospects Finalize Campaign Logistics Finalize Campaign Brochure and other Materials Public Sector Positioning and Solicitation Selected Solicitation of Key Private Sector Leadership 	 Phase II Public/Private Sector Leadership Solicitation Focus on lead Investors by Size and Sector Initiate process for long range prospects Campaign Kickoff Event Broad-Based Solicitation Industry Sector Solicitation 100 Total Calls Estimated 	 Phase III-Closeout Follow up-Final Closure Leadership Call to Action Deliver Campaign Close-Out Report Campaign Success Event/Year End Event
August 2006	September 2006	November 2006	March 2007

Campaign Fee: \$100,000.00

Payment Method: \$5,000.00 per month/20 total months

Expenses: Capped at \$15,000

Goal Guaranteed

