## **Campaign Timeline Option #2 Campaign Management**



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

Campaign Fee: \$48,000.00

Payment Method: \$4,000.00 per month/12 months

Expenses: Capped at \$7,500.00

