

An Overview of RDG's Campaign Process

The **WHAT**

The **HOW**

	ASSESSMENT	PREPARATION PHASE	LEADERSHIP PHASE	PUBLIC PHASE	CAMPAIGN WRAP-UP
The WHAT	<ol style="list-style-type: none"> 1. Leadership/Staff Planning Session 2. Pre-Case Document 3. 50 to 60 confidential interviews. 4. 3 to 5 Focus Groups 	<ol style="list-style-type: none"> 1. Finalize Case Statement 2. Finalize Campaign Theme 3. Recruit Campaign Leadership 4. Develop Correspondence and Demonstration Packet 5. Develop Master Prospect List 6. Complete Prospect Research 7. Implement Administrative Systems 	<ol style="list-style-type: none"> 1. Board of Directors 2. First-Tier Investors/Prospects 3. Community, State, and National Foundations 4. Other trade groups 	<ol style="list-style-type: none"> 1. Public Information and Public Relation 2. Plan is Implemented 3. Second-Tier Prospects 4. Third-Tier Prospects 5. Broad-based general phase 6. 150-175 total calls 	<ol style="list-style-type: none"> 1. Pledge redemption/Accounting System 2. Campaign Celebration Event 3. Investor Recognition/Relations
The HOW					

Campaign Timetable

MONTH
Campaign start date:
October 1, 2006

