

An Overview of RDG's Campaign Process

The WHAT

The HOW

ASSESSMENT

- 1. Leadership/Staff Planning Session
- 2. Pre-Case Document
- 3. 50 to 60 confidential interviews.
- 4. 3 to 5 Focus Groups

PREPARATION PHASE

- 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

LEADERSHIP PHASE

- 1. Board of Directors
- 2. First-Tier Investors/ Prospects
- 3. Community, State, and National Foundations
- 4. Other trade groups

PUBLIC PHASE

- 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

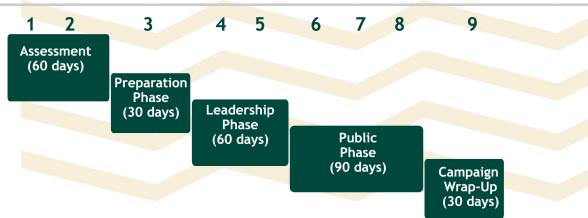
CAMPAIGN WRAP-UP

- 1. Pledge redemption/ Accounting System
- 2.Campaign Celebration Event
- Investor Recognition/ Relations

Campaign Timetable

MONTH

Campaign start date: October 1, 2006



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