



WICHITA METRO
CHAMBER OF COMMERCE

resource development
group

An Overview of RDG's Campaign Process

LEADERSHIP/ STAFF PLANNING SESSION

The **WHAT**

- To include:
Chamber Exec. committee
GWEDC steering council
Top investors
Targeted public sector
- 3 hour session
- Agenda will include:
- future programming
- new ideas--branding
campaign? Presentation
Center?
- Measurements
- Future Budget
- Deliverable-components
of Pre-Case for use on
Regional Assessment

The **HOW**

ASSESSMENT

- Pre-Case Document
- 50 to 60 confidential
interviews.
- 3 to 5 Focus Groups

PREPARATION PHASE

- Finalize program of work,
metrics and budget based on
Regional Assessment feedback
- Finalize Case Statement
- Finalize Campaign Theme
- Recruit Campaign Leadership
- Develop Correspondence
and Demonstration Packet
- Develop Master Prospect List
- Complete Prospect Research
- Implement Administrative
Systems

LEADERSHIP PHASE

- Board of Directors
- First-Tier Investors/
Prospects
- Community, State, and
National Foundations
- Other trade groups

PUBLIC PHASE

- Public Information and
Public Relations
- Campaign kick-off
- Second-Tier Prospects
- Third-Tier Prospects
- Broad-based general
phase
- 250-300 total calls

CAMPAIGN WRAP-UP

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

Campaign Timetable

MONTH

Campaign start date:
January 1, 2007

