

Campaign Timeline

Phase I

- · Refine program details
- Develop measurable benchmarks for each program area
- · Recruit campaign leadership
- · Screen and rate prospects
- · Develop and produce campaign materials

Phase II

- · Hire and Train Coordinator
- · Initiate long lead time prospects
- Solicit top 50-75 prospects, Board Members, Assessment Participants and other top tier prospects
- · Prep and schedule Leadership Functions
- · Prep for Kick-off?

Phase III

- · Secure benchmark commitments
- · Selected leadership functions
- Intense solicitation of all business sectors and selected individuals
- Complete all initial meetings and presentations
- · 250+ solicitations estimated
- · Hold Campaign Kick-off?

Phase IV-Closeout

- · Follow up and closure
- · Close out function?
- · Records hand-off
- · Initiate investor relations

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July 2006

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