



WENATCHEE VALLEY COLLEGE FOUNDATION	Campaign Prep April 2020 - June 2020	Lead Gifts Phase July 2020 - February 2021				Major Gifts Phase March 2021-March 2022				Public Phase April 2022-September 2022	
		Secure \$3.5M (71% of goal*)				Secure \$1.4M (98% of goal*)				Secure 100% of goal and celebrate success!	
	FY19/20 Q4	FY20/21 Q1	FY20/21 Q2	FY20/21 Q3	FY20/21 Q4	FY21/22 Q1	FY21/22 Q2	FY21/22 Q3	FY21/22 Q4	FY22/23 Q1	
<b>Staffing &amp; Systems</b>											
Assign top prospects to portfolios	➔										
Develop campaign-specific policies and procedures	➔										
Outline naming opportunities and guidelines	➔										
Develop campaign reports and dashboards	➔										
Rebalance portfolios on a quarterly basis		➔									
Produce bi-monthly reports on campaign progress		➔									
<b>Volunteer Leadership</b>											
Confirm Campaign Volunteer Leadership structure and recruit members	➔										
Establish meeting schedule	➔										
Convene the first Campaign Volunteer Leadership meeting	➔										
Convene Committee on a quarterly to six-month basis, shifting the schedule as needed		➔		➔	➔	➔	➔	➔			
Recruit new volunteers/form new committees, as necessary				➔				➔			
<b>Case &amp; Communications</b>											
Develop initial case materials	➔										
Update campaign materials for Lead/Major Gifts Phases as needed		➔									
Prepare communications materials for Community Phase								➔			
Develop and send campaign newsletter/update to donors						➔		➔		➔	

Donor Engagement										
Recruit Board Gifts Task Force	→									
Create Board solicitation plan	→									
Conduct Board solicitations	→									
Create Volunteer Leadership solicitation plan	→									
Conduct Volunteer Leadership solicitations		→								
Identify and rate leadership gift prospects	→									
Conduct peer screening sessions		→								
Ongoing research for leadership/major gift prospects		→								
Develop cultivation/solicitation plans for leadership/major gift prospects		→								
Host additional leadership briefings with top prospects				→						
Conduct leadership gift solicitations		→								
Plan and hold strategic cultivation events for current and future prospects				→						
Confirm or adjust the \$5 million working goal at the end of the Lead Gifts Phase				→						
Conduct major gift solicitations					→					
Develop Public Phase communications plan and calendar						→				
Plan and implement public phase campaign kickoff							→			
Public Phase multi-channel announcement and solicitations								→		
Prepare donor recognition materials and begin donor stewardship									→	
Plan and implement campaign celebration events									→	

\*Goals are based on the \$5M goal.