

# Campaign Boot Camp | LEARN TO RAISE \$100K OR MORE IN JUST 8 WEEKS

## WEEK 1: Campaign Planning

- Initial meeting with campaign advisors and cohort
- Outline campaign objectives for your organization
- Determine working goal for your campaign
- Discuss Personal Reflections

## WEEK 2: Develop Campaign Plan

- Finalize objectives and working goal
- Prepare gift range chart
- Identify key stakeholders and prospects
- Develop depth chart for your campaign
- Begin working on case for support

## WEEK 3: Prepare Materials

- Draft donor discussion guide
- Determine ask strategies
- Prepare pledge form

## WEEK 4: Get Ready to Solicit Gifts

- Finalize donor discussion guide
- Share with key board members
- Recruit solicitors
- Prepare donor recognition plan

## WEEK 5: Solicitation Training

- Learn how to set up a visit
- Convert the awkwardness of asking to the comfort of a conversation
- Practice asking conversations with your team
- Schedule initial solicitations

## WEEK 6: Solicit Lead Gifts

- Revise materials as needed
- Workshop individual challenges with the cohort
- Prepare for the mid-level asks
- Begin planning for Public Phase

## WEEK 7: Expand the Quiet Phase

- Report on initial solicitations
- Begin donor acknowledgement
- Learn your asking style

## WEEK 8: Celebrate Success

- Report on campaign progress
- Revisit campaign best practices
- Send broad-base appeal
- Prepare to celebrate success
- Prepare report for board