



## ROOSEVELT FOR GENERATIONS CAPITAL CAMPAIGN 2022

### JANUARY 2022

- **Cabinet & Prospecting**
  - Campaign Cabinet meetings – Tuesday, Jan 4
  - Confirm 2022 cabinet role and commitment
  - Schedule any necessary follow-up calls to wrap up major and leadership gifts
  - Update prospect list by category/ask amount level
  - Pull Special Gift mailing list from database + incorporate committee members' contacts
  - Write direct mail solicitation letter (to be sent late January)
- **Committees**
  - Class Gifts
    - Enlist volunteer point person
    - Determine who to hire to create toolkit
  - Kick-Off Event
    - Confirm date with Schappaugh
    - Enlist volunteer point person
    - Confirm committee to include school administration
    - Hold brainstorming session to create plan and action items
  - Donor Recognition/track and field ribbon-cutting
    - Elitist co-chairs
    - Begin researching donor signage companies and pricing
    - Hold brainstorming session to create plan and action items
- **Grants & Proposals**
  - Prairie Meadows open
- **Events**
  - None
- **Marketing**
  - Create “mini-brochure” to be included with letter, distributed at events
  - Prepare campaign content for website – identify what needs to be included on site and who will manage
  - Send campaign update to Honorary Cabinet members
  - Send campaign update to leadership donors (who are not Honorary Cabinet)
- **Admin**
  - Continue pledge payment and invoicing process

## FEBRUARY 2022

- **Cabinet & Prospecting**
  - Campaign Cabinet meeting – Tuesday, Feb. 1
  - Schedule any necessary follow-up calls
  - Assign follow-up calls to Special Gifts mailing
  - Finalize class gift strategies – recruit class leaders
- **Committees**
  - Class Gifts
    - Finalize toolkit
    - Finalize committee/leaders
  - Kick-Off Event
    - Finalize all logistics for March 4
    - Create materials for event including banners
    - Spread word about event
  - Donor Recognition
    - Confirm signage company, begin design
- **Grants & Proposals**
  - Prairie Meadows submit by 2/28/22
- **Events**
  - Planning for kick-off event
- **Marketing**
  - Finalize campaign content for website
  - Develop key messages and communication schedules for remainder of the campaign
  - Create digital and social media tools for public campaign
  - Create video to promote campaign
  - Talk to Charles Zanders about promotion at spring events
- **Admin**
  - Continue pledge payment and invoicing process

## MARCH 2022

- **Cabinet & Prospecting**
  - Campaign Cabinet meeting –Tuesday March 1
  - Schedule any necessary follow-up calls
  - Write direct mail solicitation letter (to be sent in April)
- **Committees**
  - Class Gifts
    - Activate strategies and classes
  - Kick-Off Event
    - March 4 event in conjunction with basketball game!
  - Donor Recognition
    - Confirm date – homecoming weekend?
    - Reach out to Duncan family and other key donors – reserve date
    - Continue research for signage
- **Grants & Proposals**
  - TBD
- **Events**
  - Kick-Off event – March 4
  - Send post-event email blast (see below)
- **Marketing**
  - Launch social media after March 4

- Press release announcing campaign – release afternoon of March 4?
- Send thank you letter to Honorary Cabinet and leadership donors inclusive of press release
- Send email blast – announce campaign, thank current donors, invite to donate
- **Admin**
  - Continue pledge payment and invoicing process

## **APRIL 2022**

- **Cabinet & Prospecting**
  - Campaign Cabinet meeting – April 5
  - Review previous prospect lists to be sure no one has been missed
  - Send Direct Mail solicitation - Letter with mini-brochure
    - # = ??
    - Cost of mailing = \$ printing + \$ postage)
    - Audience to receive mailing: Hall of Fame, Alumni, Previous Donors (who have not yet supported campaign); Can parents and staff receive?
- **Committees**
  - Class Gifts
    - Continue strategies and motivating classes
  - Donor Recognition
    - Confirm names of all donors \$5,000 and above
    - Reach out to leadership donors to confirm any naming opportunities in addition to Duncan Field
    - Determine categories for recognition
    - Begin planning event messaging, how donors will be invited, recognition program
- **Grants & Proposals**
  - TBD
- **Events**
  - None
- **Marketing**
  - Send email blast
  - Social media posts on Facebook, Instagram, Twitter
  - Promote at athletic and music events?
- **Admin**
  - Continue pledge payment and invoicing process

## MAY 2022

- **Cabinet & Prospecting**
  - Campaign Cabinet meeting – May 3
  - Send email follow-up/request to persons who have not responded to direct mail letter
- **Committees**
  - Class Gifts
    - Continue strategies and motivating classes
  - Donor Recognition
    - Continue recognition and ribbon cutting event plans
    - Ensure signage production moving forward
- **Events**
  - None
- **Marketing**
  - Create and send email blast: campaign update, thank current donors, invite others to participate
  - Social media posts on Facebook, Instagram and Twitter
  - Reach out to key media partners for story pitches/interviews regarding campaign
  - Promote at athletic and music activities/events?
- **Admin**
  - Begin plans for groundbreaking/construction
  - Continue pledge payment and invoicing process

## JUNE 2022

- **Cabinet & Prospecting**
  - Campaign Cabinet meeting – June 7
  - Wrap up donor follow-up
  - Special communications to major/leadership donors – thank you plus invitation to celebration event (Hold on this until closer to ribbon-cutting event?)
- **Committees**
  - Class Gifts
    - Announce results
  - Donor Recognition
    - x
- **Grants & Proposals**
  - Create list of grant reports needed in 2022/23
- **Events**
  - None
- **Marketing**
  - Email blasts: announcing success
  - Press Releases Announce success through variety of media – goal achieved!
- **Admin**
  - Confirm multi-year pledge invoicing process
  - Evaluate campaign results – final reports