



## ROOSEVELT FOR GENERATIONS CAPITAL CAMPAIGN

### CAMPAIGN CABINET MEETING

November 2, 2021

4:30 – 5:30 // Zoom

### AGENDA

- |         |  |               |
|---------|--|---------------|
| 4:30 pm | Welcome & Sharing  | Laura Leonard |
| 4:35 pm | Foundation/Project Update <ul style="list-style-type: none"><li>• Community Foundation as fiscal agent + communication of change</li><li>• Project updates</li><li>• R Party</li></ul>   | Rose Green    |
| 4:40 pm | The Campaign To-Date <ul style="list-style-type: none"><li>• Total raised to date</li><li>• Donations since October</li><li>• Linn party – Nov. 11; Invitations to prospects \$25,000 and above</li></ul>                                    | Brian Gentry  |
| 4:50 pm | Marketing and Communications <ul style="list-style-type: none"><li>• New flyer for use</li><li>• Facebook pages</li><li>• Other</li></ul>  | Jackie Norris |
| 5:00 pm | Donor Solicitation and Call Reports <ul style="list-style-type: none"><li>• <b>Be prepared to give individual update on assigned calls</b></li></ul>   | All           |
| 5:15 pm | Special Gifts Phase - \$10,000 - \$25,000 asks <ul style="list-style-type: none"><li>• Begins November (now)</li><li>• Review \$10,000 prospect list – Make calls; assign additional calls</li></ul>   | Jackie Norris |
| 5:30 pm | Next Steps <ul style="list-style-type: none"><li>• Continue calls</li><li>• Attend R Party</li><li>• Add flyer to facebook page of your class</li><li>• Sense of urgency to get as close to \$3 million as possible by end of year</li></ul> | Laura Leonard |

Next Meeting // December 7 at 4:30 pm