Task	22-Jul	22-Sep	22-Nov	23-Jan	23-Mar	23-May	23-Jul	23-Sep	23-Nov	24-Jan	24-Mar	24-May	24-Jul	24-Sep	24-Nov	25-Jan
Planning Phase																
Feasibility Study						9										
Campaign goal set						0										
Set budget, incl. mktg/comm						%										
Supporting Docs, Case St.																
Prospect Screening						o										
Identify Naming Opps						f										
Campaign Chair selection																
Camp. Committ selection						f										
Quiet Phase						u										
Mar/comm plan developed						n										
Create Brand/slogan						d										
Webpage developed/implem.						s										
ID Leadership gifts																
Apply for capital camp grants						r										
Tax Credits approved by						a										
Tax credit mkt msg devel.						i										
Tax credit mkt msg						s										
Articles/publicns/updates						e										
Campaign Kickoff Event						d										
Event publicity																
Event Invites created/sent																
Webpage updates																
Public Phase																
Mar/comm plan implemented																
Major gift donors																
All other donors																
Regional Events (IA and																
Annual Fund appeal																
Matching gift campaign																
Articles/updates (AR/e-news)																
Donor pieces																
Social Media campaign promotions																
Create marketing																
Hard hat tours for MG donors																
Grand Re-Opening/Event																
Event publicity																
Event invites																
Stewardship (MG donors, committee)																