



PREPARATION MATERIAL

~~TRADITIONAL
CAMPAGINS~~



FEASIBILITY STUDIES

**LEADERSHIP
CONSENSUS BUILDING**

CASE STATEMENTS

**INVOLVEMENT
BEGETS INVESTMENT**

STRATEGIC PLANS

1,000 DAY ACTION PLAN



DONORS

INVESTORS

CULTIVATION

**MAXIMIZE RELATIONSHIPS...
AT THIS GIVEN MOMENT**

VOLUNTEER SOLICITATION

**PROFESSIONAL
PRESENTATIONS**



BUILDING CAMPAIGNS

HOLISTIC FUNDING MODEL

GRASSROOTS CAMPAIGNS

MEMBERSHIP SOCIETIES

LAME PSEUDO-CAMPAIGNS

EVERYTHING'S A PROJECT



SILENT PHASES

LEADERSHIP INVESTMENTS

PUBLIC PHASES

SHARE THE VISION & ATTACK

5-YEAR CYCLES

FUND THE VISION... ALWAYS



SILOS

A HOLISTIC APPROACH

CAMPAIGN ORGANIZATION

CAMPAIGN TEAM 'CIRCLES'

CAMPAIGN COMMITTEES

LEADERSHIP CHAMPIONS



CAMPAIGN BROCHURES

PRESENTATION TOOLS

CAMPAIGN FUNCTIONS

MEMORABLE EXPERIENCES

CAMPAIGN VIDEOS

PREDISPOSITION