

Campaigning is about . . .

CAMPAIGN OBJECTIVES

- **BUILD THIRD COTTAGE** \$380,000
Two classrooms with bathrooms in 1,300 square feet
Accommodates 12 students in each classroom
Increases enrollment from 48 to 72, adds 4 teachers
- **FURNISH & EQUIP ALL SIX CLASSROOMS** \$150,000
- **FURNISH & EQUIP OFFICE, TEACHERS LOUNGE** \$40,000
- **BUILD, EQUIP, AND LANDSCAPE PLAYGROUND** \$80,000
- **CAMPAIGN COSTS, MOVING, & CONTINGENCIES** \$100,000
- TOTAL CAMPAIGN GOAL: \$750,000

ST. MARK COMMUNITY PRESCHOOL CAMPAIGN A Special Place for Children

SUMMARY OF \$750,000 CAMPAIGN STRATEGY

PHASES	DESCRIPTION	HIGHLIGHTS
PHASE I EVALUATION/PLANNING/ADVANCE GIFTS		
	June through August, 2006	<ul style="list-style-type: none"> * Campaign goal, strategy, communications plan, and timeline developed, approved * Board and Preschool staff solicitations completed to reach "family" goals * Campaign Chair and Cabinet enlisted, solicited, and trained. * Donor Cultivation/Special Gifts Committee helps research and qualify potential donors * Preschool Funding Needs and Budget Defined, Goal Modified as needed * Prospects for gifts of \$5,000 to \$100,000 + identified, qualified and strategies outlined
	GOAL: \$125,000	<ul style="list-style-type: none"> * Campaign Study and Plan by Counsel * Secure 100% "Family" Participation * Key Donor Prospecting and Targeting * Foundation/Corporate Funding Requests * Campaign Case and Materials Produced * Donor Recognition Opportunities Defined
PHASE II CAMPAIGN CABINET FOCUS		
	Through December, 2006	<ul style="list-style-type: none"> * Campaign Cabinet focuses on personally soliciting gifts of \$5,000+ * Campaign Cabinet Phase launched at Leadership Dinner * Prospects Selected for Personal Solicitation by Cabinet * Cultivation Activities and Solicitation Strategies Developed for Each Prospect * Training and Support for Cabinet in Personally Soliciting Their Prospects * Solicitation of Cabinet Gifts of \$5,000 - \$100,000+ continues * Campaign Announcement Event when half of Goal is achieved
	GOAL: \$250,000	<ul style="list-style-type: none"> * Foundation Funding Requests Continue * Solicitation Training Continues * Cultivation Sessions * Cabinet Continues Personal Solicitations * Monthly Campaign Reports/Newsletters
PHASE III SPECIAL GIFTS FOCUS		
	January - December, 2007	<ul style="list-style-type: none"> * Special Gifts Committee focuses on Campaign Events and Gifts Under \$5,000 * The Special Gifts Committee will be responsible for planning Campaign Event(s) to generate a net income of \$50,000 during the course of the Campaign * Special Gifts Committee, with Counsel's assistance, also will plan, organize and implement a higher profile fund raising campaign focusing on donors under \$5,000 * Cultivation Activities and Solicitation Strategies Developed for Each Special Gifts Prospect
	GOAL: \$ 250,000	<ul style="list-style-type: none"> * Campaign Special Event (s) * Special Gifts Committee Training * Special Gifts Donor Recognition * Phase I, II Efforts Continue
PHASE IV COMMUNITY PHASE		
	June - December, 2007	<ul style="list-style-type: none"> * The Community Phase will be a public relations and fund raising effort to the wider community generating higher visibility for St. Mark Community Preschool and offering an opportunity to participate in the Campaign through Grand Opening Events. * Phone and written follow up will continue with any Phase I, II, and III potential donors who have not yet made gifts
	GOAL: \$125,000	<ul style="list-style-type: none"> * Neighborhood Awareness Efforts * Campaign Grand Opening Events * Campaign Completion Celebration * Leadership Volunteer Recognition * Dedication of Preschool, with Donor Recognition Wall



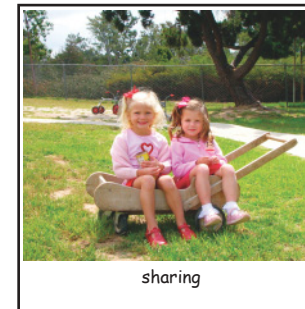
leadership



relationships



teamwork



sharing



serving

ST. MARK COMMUNITY PRESCHOOL
a special place for children