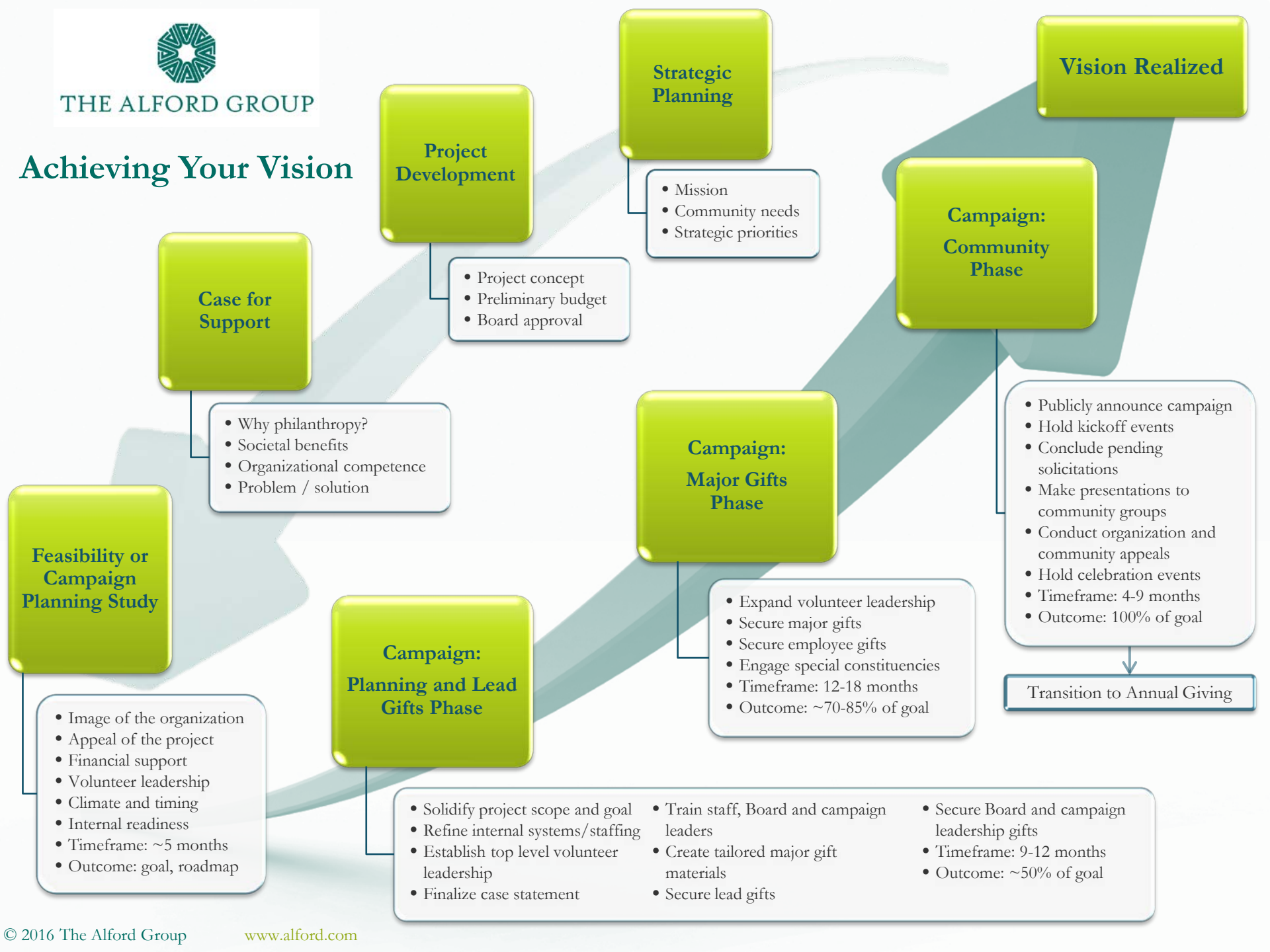




# Achieving Your Vision



**Case for Support**

- Why philanthropy?
- Societal benefits
- Organizational competence
- Problem / solution

**Project Development**

- Project concept
- Preliminary budget
- Board approval

**Strategic Planning**

- Mission
- Community needs
- Strategic priorities

**Vision Realized**

**Campaign: Community Phase**

- Publicly announce campaign
- Hold kickoff events
- Conclude pending solicitations
- Make presentations to community groups
- Conduct organization and community appeals
- Hold celebration events
- Timeframe: 4-9 months
- Outcome: 100% of goal

Transition to Annual Giving

**Campaign: Major Gifts Phase**

- Expand volunteer leadership
- Secure major gifts
- Secure employee gifts
- Engage special constituencies
- Timeframe: 12-18 months
- Outcome: ~70-85% of goal

**Campaign: Planning and Lead Gifts Phase**

- Solidify project scope and goal
- Refine internal systems/staffing
- Establish top level volunteer leadership
- Finalize case statement
- Train staff, Board and campaign leaders
- Create tailored major gift materials
- Secure lead gifts
- Secure Board and campaign leadership gifts
- Timeframe: 9-12 months
- Outcome: ~50% of goal

**Feasibility or Campaign Planning Study**

- Image of the organization
- Appeal of the project
- Financial support
- Volunteer leadership
- Climate and timing
- Internal readiness
- Timeframe: ~5 months
- Outcome: goal, roadmap

[www.alford.com](http://www.alford.com)



---

THE ALFORD GROUP