

**SAMPLE**  
**The Pamet River Campaign**  
**Timeline/Guideline/Basic Elements**  
**Three-year \$5 million Campaign – October 2014 – September 2017**

**Year I: \$2 million**  
**October 2014 – September 2015**

**Year II: \$2.5 million**  
**October 2015 – September 2016**

**Year III: \$500,000**  
**October 2016 – September 2017**

***Objectives***

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*\*Campaign counsel hired*

Goals, budget and vision finalized  
 Early case for support drafted  
 Advance gift prospects identified  
 Advance gift secured  
 Retreat/Cultivation trip(s) planned  
 Campaign Chair recruited  
 Campaign Cabinet populated  
 Campaign plan drafted  
 Major media placement (1)  
 Major prospects identified and rated

Continue prospecting  
 Case and collateral (maps) improvements  
 Lead and major gifts secured  
 Grants secured  
 Campaign retreat/midway assessment  
 \$4.5 million announcement/media  
 Major donor event  
 Media placements

Public campaign launch  
 Matching grant realized  
 PR campaign launched  
 Media event  
 Donor stewardship plan in place

***Status***

***Status***

***Status***

**\$2 million raised**

**\$4.5 million raised**

**\$5 million raised**

*\*Fundraising counsel should be brought in as early as possible in the visioning process*

*Assumptions: focus on private philanthropy, includes individual, foundation and corporate sources*

<b>Number Gifts</b>	<b>Amount of Gift</b>		<b>Number Prospects</b>		<b>Total Amount</b>		<b>Cumulative Amount</b>
1	\$ 1,000,000.00		4		\$ 1,000,000.00		\$ 1,000,000.00
2	\$ 500,000.00		8		\$ 1,000,000.00		\$ 2,000,000.00
4	\$ 250,000.00		8		\$ 1,000,000.00		\$ 3,000,000.00
4	\$ 100,000.00		16		\$ 400,000.00		\$ 3,400,000.00
12	\$ 50,000.00		46		\$ 600,000.00		\$ 4,000,000.00
15	\$ 25,000.00		60		\$ 375,000.00		\$ 4,375,000.00
25	\$ 10,000.00		100		\$ 250,000.00		\$ 4,625,000.00
350	\$ 1,000.00		1400		\$ 350,000.00		\$ 4,975,000.00
many	<1000				\$ 25,000.00		<b>\$ 5,000,000.00</b>
<b>Total</b>					<b>\$ 5,000,000.00</b>		