**Capital Campaign – General Timeline**

| **Task** | | | **Responsible** | **Begin** | **Deadline** |
| --- | --- | --- | --- | --- | --- |
| **Phase 1**  **Pre-Campaign Planning** | **Prepare initial campaign documents** | Business Case |  |  |  |
| FAQs with answers |  |  |  |
| Project Budget - Overview |  |  |  |
| Public Timeline |  |  |  |
| Renderings |  |  |  |
|  | | | | |
| **Identify and Consolidate Campaign Team** | Identify Candidates |  |  |  |
| Consolidate Team |  |  |  |
|  | | | | |
| **Finalize campaign structure** | Include additional phases? |  |  |  |
| Total campaign goal (including additional phases, if any) |  |  |  |
| Financing? |  |  |  |
| Pledge time period? |  |  |  |
|  | | | | | |
| **Phase 2**  **Quiet Phase** | **Identify major donors** | |  |  |  |
|  | | | | |
| **Prepare document explaining donation options (cash, stock, directing required IRA distributions, etc.) and matching gift opportunities** | |  |  |  |
|  | | | | |
| **Develop solicitation plan** | |  |  |  |
|  | | | | |
| **Meet with major donors** | |  |  |  |
|  | | | | | |
| **Phase 3**  **Public Campaign** | **Prepare public campaign documents** | Pledge cards, including volunteer serving commitments |  |  |  |
| Thank you and reminder notes |  |  |  |
| Website page (Renderings, Business Case, FAQs) |  |  |  |
| Brochures? |  |  |  |
|  | | | | |
| **Public Campaign Launch** | General announcement to church |  |  |  |
| Sermon series |  |  |  |
| Emphasize matching gift opportunities and alternative donation options (stock, required IRA distributions, etc.) |  |  |  |
|  | | | | |
| **Active Campaign** | Small group meetings |  |  |  |
| Regular progress updates (website, hard visuals in church building, weekly announcements) |
| Targeted communications to non-donors |
|  | | | | | |