**CAMPAIGN COMMUNICATION TIMELINE**

**QUIET PHASE KICK-OFF PHASE PUBLIC PHASE WRAP-UP PHASE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Audiences** | You will be communicating with people who are already close to your organization (your Board of Trustees, Campaign Leadership Team, major donors, and lead-gift prospects) | Hold an event to announce the campaign kick-off for the public phase  This message is about your capital campaign’s success to date (announce you have raised 50 to 60 percent of your campaign goal)  You will stay in touch with your lead-gifts donors  You will be reaching out to a broader audience, including those who will be getting their first “look” at you because of your campaign | The campaign will be reaching out to the rest of your current donors, new prospects, and your community | Your campaign communications will continue for some time after the campaign is over  Hold an event to thank everyone who helped your campaign achieve the goal  You should create a plan for reminding donors of their pledges |

**QUIET PHASE KICK-OFF PHASE PUBLIC PHASE WRAP-UP PHASE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Messages** | You will use the draft of the Case Statement/Case for Support  Communicate with these key people to make them feel special — like a campaign newsletter just for them | You will unveil your Case Statement/  Case for Support brochure | You will use the Case Statement/  Case for Support brochure, press releases, your website, and your social media channels to reinforce your vision and case for the campaign | This is the time to send a press release announcing that you have reached (or surpassed) your campaign goal |