***{NAME OF CAMPAIGN}***

***{CAMPAIGN LEADERSHIP}***

|  |
| --- |
| Campaign Chair or Co-Chairs |

Campaign Co-Chair(s)

**{Business Sector}**

**{Business Sector}**

Co-Chairs

*What is* ***{Name of your campaign}***

Every year **{or two, three, four or five years}**, the **{Name of your Organization}** acquires financial backing from investors in the community made up of business leaders and the City and County.

The current funding cycle ends in **{Month, Year}** and the new one **{or two, three, four or five-year funding cycle begins (Month, Year)}.** **{Name of Campaign}** is a campaign to raise investor funding for Month 20\_ through Month 20\_.

The goal of the campaign is **{$......}** to ensure that the goals of the **{Name of your Organization’s}** initiatives are met within the next year **{or two, three, four or five years}.**

In 20\_\_10, the **{Name of your Organization}** with more than **{#}** business and community leaders developed a one **{or two, three, four or five-year}** economic development strategic plan, providing initiatives with specific goals, objectives, and strategies.

During the past **{# of years}** of our current **{or two, three, four, or five-year}** funding cycle, the following several original initiatives have already been accomplished:

1.

2.

3.

4.

5.

Because of the Strategic Plan, the **{name of your Organization}** has become actively involved in the recruitment of **{Name Industry Sectors}** to **{your region}** and is constantly talking with several businesses interested in having a presence in **{Name of your Region}**.

**STRATEGIC PLAN INITIATIVES**

1. **ECONOMIC DIVERSITY**

**GOAL: To diversify and expand {Name of your Region’s} economy to stabilize the cycles of economic activity through growth of existing businesses and the attraction of new businesses and services.**

1. **ATTRACTING NEW BUSINESSES**

The **{Name of the Organization}** will be aggressively pursuing the industries identified by…………….

**{Industry}**

**{Companies}**

***The {Name of your Organization}:***

• Participate in trades shows that target these industries.

• Cultivate specific targeted companies within these industries with the goal of arranging face-to-face meetings at the headquarters or regional level.

• Work with site selectors and industry consultants that deal with these specific targeted industries with the goal of on-site visits to our market.

* Other
* Other

**COST: $**

1. **RETENTION AND EXPANSION OF EXISTING BUSINESSES**

• One-on-one visits with businesses in the community to discuss the current state of their operations and determine ways **{Name of your Organization}** can help meet their needs.

• Partnering with …………. College creating industry and business training programs for businesses within the community.

• Other

COST: **$**

1. **BUSINESS AND INDUSTRIAL PARKS**

**GOAL:**

COST: **$**

**B.**

COST

1. **RETAIL DEVELOPMENT**

**GOAL:**

• Working with national brokers to replicate the successes realized to date.

• To work with the {Name of your Organization} County Chamber’s Retail Committee to

COST **$**

**TOTAL $**

|  |  |  |
| --- | --- | --- |
|  |  |  |

**{Name of Your Organization}**

**{BOARD OF DIRECTORS}**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **{Picture}**  **{Name,**  **Board Title**  **Business Title**  ***Name of Co.}*** | | **{Picture}**  **{Name,**  **Board Title**  **Business Title**  ***Name of Co.}*** | **{Picture}**  **{Name,**  **Board Title**  **Business Title**  ***Name of Co.}*** | **{Picture}**  **{Name,**  **Board Title**  **Business Title**  ***Name of Co.}*** | |
|  | | **{Names of Your Professional Staff}** | | | |  | |

**{Picture} {Picture} {Picture} {Picture}**

|  |  |  |  |
| --- | --- | --- | --- |
| Name  Title | Name  Title | Name  Title | Name  Title |