

Special Fund Raising Drive - One-Time, Debt Reduction

Goal \$217,000 Line of Credit
 \$ 14,500 Credit Card Debt
 \$ 10,000 plus costs of campaign
 \$241,500 Total Drive Goal

Time Frame Six Months beginning March 20** and Concluding August 31, 20**
 Gifts payable over 6, 12 or 24 months

No of Gifts 656

Gift Pyramid		Gift Size	No. of Gifts	Total This Level	Running Total	Amount Remaining	% tot # gifts	% tot gift \$	Cum % # gifts	Cum % gift \$
A	Lead Gift 1	\$ 14,000	1	\$ 14,000	\$ 14,000	\$227,500	0.2%	6%	0.2%	6%
B	Lead Gift 2	\$ 25,000	1	\$ 25,000	\$ 39,000	\$202,500	0.2%	10%	0.3%	16%
	Large Gifts	\$ 5,000	5	\$ 25,000	\$ 64,000	\$177,500	0.8%	10%	0.9%	27%
1*	Level 3	\$ 1,500	50	\$ 75,000	\$ 139,000	\$102,500	7.6%	31%	9%	58%
2*	Level 4	\$ 500	100	\$ 50,000	\$ 189,000	\$ 52,500	15.2%	21%	24%	78%
3*	Level 5	\$ 120	500	\$ 60,000	\$ 249,000	\$ (7,500)	76.2%	25%	100%	103%

Giving Suggestions		Total Gift	\$/Month	No. Months	Alt No. Mos	\$/Mo	Alt	\$/mo	Alt	\$ Mo.
*1	Level 3	\$ 1,500	\$ 250	6	12	\$ 125	18	\$ 83.33	24	\$ 62.50
*2	Level 4	\$ 500	\$ 83	6	12	\$ 42	18	\$ 27.78	24	\$ 20.83
*3	Level 5	\$ 120	\$ 20	6	12	\$ 10	18	\$ 6.67	24	\$ 5.00

B Perhaps this could represent the Board Commitment? Avg. \$1,000 per person over two years?

Strategies:

Lead Gifts/Large Gifts and some Level 3 gifts

Individual calls and personal visits

Solicitation Packets including Case Statement and Call to Action

Pledge Cards

Levels 3 and 4 Gifts

Fund Raising "Parties" at *****

Sub Committees for Invitation Lists and Hosting

Direct Mail and Telephone

Sub Committees for Telephone Calling

Solicitation Packets including Case Statement and Call to Action

Pledge Cards

Level 5 gifts

Personal Contact at Performances

Sub Committee for Lobby Contacts (training required)

E-Mail Solicitations (Staff)

Direct Mail Solicitations (Staff)

Solicitation Packets including Case Statement and Call to Action

Pledge Cards

Resources Needed

Personnel

Committee Chair

From the Board

Committee Members

Board and Others

Volunteers

for visits, telephone banks and lobby coverage

Sub Committee Chairs and other members

Staff

Coordinate contacts

Develop and provide printed materials

Provide collection (invoicing) and bookkeeping

On-going collection should be credit-card based

Materials

Solicitation Packets (need 1,500 to 2,000 packets)

Additional Solicitation Materials: graphics, signage, flyers, etc.

Pledge Cards (need 1,000 pledge cards with multiple copies)

General Office Supplies (letterhead, postage, filing materials)

Hospitality

Personal Visits

Phone Banks

Volunteer Meetings

Solicitation Parties

Total costs below \$10,000

Time Line

January	Develop Case Statement Achieve Exec Comm Approval Achieve Chair commitment Achieve other committee member commitment
February	Achieve Board Approval Achieve Lead Gift Research other potential large gifts and Committed Donors Develop all additional materials
March	Announce Campaign (Newsletter, E-Mail, Newspaper) Begin Donor Parties Begin Direct Solicitation
April/Augus	Continue meetings, phone banks, lobby coverage
August	Conclude solicitations Announce Results Begin/Conclude pledge collections

Potential Sources for
Committee Chair

Lead Gifts (partial list)

Committee Members

Board Commitment

Large Gifts (partial list)

