

STRATEGIC ACTION STEPS & RECOMMENDATIONS
CLEAR CREEK COUNTY COLLABORATIVE HEALTHCARE CENTER
\$1 MILLION - \$1.5 MILLION PRIVATE SECTOR CAPITAL CAMPAIGN
REVISED 12.27.18



RECOMMENDATION #1—Execute and implement Strategic Campaign Business Plan.

In coordination with The Kellogg Organization, design a Strategic Campaign Business Plan for the detailed, nuts-and-bolts, structure, timeline, and organizational blueprint of Clear Creek County's minimum \$1 Million - \$1.5 Million Public and Private Sector Capital Campaign.

Complete

RECOMMENDATION #2—Campaign Operating Budget.

A confirmed budget for the investment associated with the CCC Capital Campaign including increased staff, campaign counsel, campaign support materials, and cultivation events for the requisite transformational major gift fundraising. Estimated to be 10% of \$1.5 million for 12 months.

Decision – if campaign goal is \$1.5M the budget = 12%. If the campaign goal is \$2M the budget = 9%. If the campaign goal is \$3M the budget = 6%.



RECOMMENDATION #3—Increase Staff Development Resources

This Administrative position will work in support of the campaign volunteer leadership, making calls, data entry, and related fundraising activity to manage the number of cultivation, solicitation, and stewardship appointments made during the campaign.

Outstanding – staff available to support campaign day to day activity.

RECOMMENDATION #4—Identify and recruit qualified volunteer leadership to the Collaborative Healthcare Center's Campaign Steering Committee.

Confirm Campaign Steering Committee participation from a leadership coalition, populated by County individuals, business leaders, municipal leaders, and employers.

Outstanding – confidential conversations with Board of County Commissioners.

RECOMMENDATION #5—Develop an urgent and compelling Marketing Case for Support that highlights the need, as well as specific comprehensive medical care benefits, for CCC's campaign.

This document must also highlight the detail of the urgent social and economic benefits the Collaborative Healthcare Center brings to Clear Creek and Gilpin counties.

Outstanding – accurate and complete final project numbers.

RECOMMENDATION #6—Using TKO Donor Search prospect research software, identify, develop, and execute customized cultivation informational “roadshow” presentations and solicitation strategies for the Top 25 Nucleus Gift Prospects.

Identify high-visibility Clear Creek County, Gilpin County, and philanthropists capable of making transformational leadership gifts.

Continue – Donor Search and Foundation Center research for qualified prospects.

RECOMMENDATION #7—Develop marketing materials supporting campaign messages.

These materials must emphasize the campaign's economic, social, and quality-of-life benefits that the Collaborative Healthcare Center will bring to Clear Creek and Gilpin Counties.

Underway – revised Fact Sheet

RECOMMENDATION #8—Develop philanthropic Gift Naming and Recognition Opportunities for five-, six- and seven-figure gifts.

Coordinate and engage CCC with sponsorship/marketing opportunities.

RECOMMENDATION #9—Conduct Best Practices Training for Advocacy, Cultivation, Solicitation, and Stewardship for the Campaign Steering Committee.

Outstanding

