

CAPITAL CAMPAIGN MASTER PLAN—ORGANIZATION

PRELIMINARY PROJECTED TIME LINE – AUGUST/SEPTEMBER 2018

Design a Master Plan for Collaborative Care Health Clinic/Clear Creek County's Capital Campaign.

Based on the research results and recommendations of the Philanthropic Feasibility Assessment, The Kellogg Organization, participating with identified staff and volunteer leadership, would proceed to develop a Master Plan for the implementation of the Capital Campaign. This organizational master plan will provide the step-by-step, nuts-and-bolts “blueprint” for a successful campaign, including the following expanded components from the Feasibility Assessment's original findings and recommendations

- Campaign Organizational Structure
- Action Items/Plan of Work by Week Timeline—SMARTSHEET
- Strategies for Ongoing Detailed Prospect Research
- Campaign Leadership Recruitment for Campaign Steering Executive Committee/Fundraising Committee
- Case for Support Concept—Review and critique foundational document and appropriate supporting documents to guide philanthropic strategy for campaign.
- Communications and Cultivation Strategy Outline
- Final Campaign Operating Budget
- Specific assignments, timelines, and accountabilities
- Strategies and tactics to guide and incentivize strategic and targeted fundraising techniques for major six- and seven-figure donors with gift tables.
- Identify initial immediate and deferred gifts.

