

**CLEAR CREEK COUNTY
COLLABORATIVE HEALTHCARE CENTER**

CAMPAIGN IMPLEMENTATION

The Kellogg Organization's role during the various stages of a campaign is to participate with select key campaign leadership to recruit, draft, cultivate, advocate, manage, design, assist, and advise in **ALL** areas of a campaign as requested and contracted, to ensure the Collaborative Care Health Clinic/Clear Creek County Capital Campaign meets and exceeds its goals. Including participation in:

- Finalize the Case for Support.
- Campaign Marketing and Supporting Materials (Separately contracted.)
- Conceptualize campaign marketing, cultivation, and promotional activities.
- Train staff, Board, and volunteer fundraisers in key messages, the communications plan, and fundraising strategies.
- Draft proposals for individual, corporate, and foundation prospects.
- Participate in key cultivation and solicitation calls for individuals, corporations, and foundations in the leadership phases of giving.
- Conduct ongoing refined prospect research.

Excerpted from The Kellogg Organization Proposal for Services, March 23, 2018

