



Attachment Q – Campaign Planning and Timeline

The following is a general guide to the phases of a capital campaign. The actual timing may vary in coordination with parish/school calendars, liturgical seasons, etc.

Pre-Planning Phase (2 months)

The Pre-Planning Phase centers on parish donor analysis and general campaign preparations. At the end of this phase, Visitation will have: an initial prioritized list of individual donor prospects, a tentative campaign calendar, a recommended campaign leadership structure, and a list of suggested campaign volunteers.

Organizational Phase (3-4 months)

The Organizational Phase of the campaign involves presenting plans and gathering input from top campaign prospects, building internal infrastructure, creating campaign materials, recruiting volunteers, and further identifying and researching the campaign's top prospects. A team of staff and volunteers would guide this initial planning, solidify a campaign goal, and finalize a campaign timeline. Solicitation of early leadership gifts and small, in-home campaign events could begin in this phase.

Cultivation and Education Phase (3-4 months)

This phase seeks to expand support through cultivation and education of the broader parish community. This includes all-parish and small-group gatherings; speaking during or after weekend masses; widely distributing campaign communications; and generating a spirit of community and support. The phase begins with the continued solicitation of lead donors and includes recruiting a larger base of campaign volunteers, communicating the campaign message, and creating opportunities for involvement and support.

Commitment Phase (2 months)

The Commitment Phase is a time for confirming any pending solicitations and inviting support from the full community. This phase includes distributing campaign packets and soliciting a pledge or gift from each household and concludes with a Commitment Weekend for the parish community to share their campaign giving intentions.

Follow Up Phase (2 months)

Once parishioners make commitments, the Follow Up Phase offers an opportunity to revisit outstanding gift possibilities and to celebrate the campaign's success. Campaign announcements and updates will be broadly distributed and events will be held to honor volunteers and donors. This phase includes establishing systems to maintain pledge collections, continue campaign communications, and to steward the parishioners who contributed to the campaign in some way – through prayer, time, talent, and/or treasure.