

Ridge House Feasibility Study Campaign Timeline

Phase 1 - Study Preparation		
Task	Players	Deadline
Board Meeting - Present plan and conduct identification exercise	NP	September 19, 2012
Develop a list of stakeholders and community leaders	NP, RH	September 20, 2012
Develop a calendar of activities for the organization	RH	September 21, 2012
Design plan to accept campaign "seed" funds (early campaign contributions)	NP, RH	September 24, 2012
Design a feasibility study survey instrument	NP	September 28, 2012
Design feasibility study collateral materials	NP, RH	September 28, 2012
Phase 2 - Study		
Task	Players	Deadline
Survey board and staff	NP	October 12, 2012
Board Meeting - study update	NP	October 17, 2012
Recruit volunteer campaign leaders	NP, RH	October 31, 2012
Conduct personal visits with identified prospective interviewees	NP	November 9, 2012
Conduct phone calls with key stakeholders	NP	November 9, 2012
Conduct online surveys with all other identified participants	NP	November 1, 2012
Process online surveys	NP	November 12, 2012
Present final report to Steve	NP	November 16, 2012
Board Meeting - present final report, discuss campaign, solicitor training	NP	November 21, 2012
Phase 3 - Campaign		
Task	Players	Deadline
Develop campaign strategy	NP	November 16, 2012
Develop donor recognition program (levels, naming, correspondence, signage)	NP, RH	November 16, 2012
Design solicitation strategies for key prospects	NP	November 23, 2012
Design campaign collateral materials	NP, RH	November 23, 2012
Finalize campaign budget	NP, RH	November 23, 2012
Volunteer prospect selection, solicitation training	NP	November 30, 2012
Solicit board and staff members	NP, RH	December 7, 2012
Solicit pre-determined key prospects	NP	December 14, 2012
Board Meeting - campaign update	NP	December 19, 2012
Solicit all remaining study participants	NP	January 4, 2013
Conduct community-wide funding campaign (if necessary)	NP	January 15, 2013
Celebrate successes	NP, RH	January 16, 2013