



Campaign Checklist & Time Table

Pre-Campaign – Four to Six Months or More

1. Campaign needs articulated; associated costs determined
2. Overall financial strategy developed to meet the need(s)
3. Project(s) adopted by vote of Session
4. Congregational awareness and endorsement
5. General Campaign time frame established
6. Mission component discussed
7. Initial Standard of Giving Chart produced

Campaign Preparation – One to Two Months

8. Initial Member Review session is conducted
9. General Chair and Campaign Committee identified and recruited
10. Brochure and promotional materials are drafted
11. System developed for collection, pledge reporting, envelopes ordered
12. Final Member Review session conducted - Standard of Giving Chart endorsed
13. Leadership Gift volunteers identified and recruited
14. Volunteers identified and recruited for each campaign committee

Leadership Gifts Phase – One to Two Months

15. Promotional material (brochure, fact sheet, etc.) ready for distribution
16. Pledge cards ready for distribution
17. Session awareness/solicitation (individually or group)
18. Cultivation event(s) for leadership gift prospects conducted
19. Leadership Gift Volunteer “coaching” session(s)
20. Leadership Gift visits conducted

Congregational Gift Phase – One to Two Months

21. Congregational Event (dinner/luncheon) held
22. Congregational Gift Volunteer “coaching” session(s)
23. Congregation Solicited - Every Household Visitation/Small Group Gatherings
24. Dedication/Commitment Sunday – active campaign completed

Post-Campaign – Pledge Period (usually 3 years)

25. Follow up process initiated
26. Fulfillment process outlined