

CAPITAL CAMPAIGN PLANNING LIST

- 1. TIMELINE:**
What is the campaign timeline? (silent phase, public phase, end date).
- 2. GOAL:**
What is the campaign goal? What does the gift chart look like?
- 3. LEADERSHIP:**
Who is the campaign director? Who is going to be on the campaign cabinet? Are preliminary rules necessary to build relationships?
- 4. VOLUNTEERS:**
Will the campaign be volunteer or staff driven?
- 5. STAFF DIRECTION:**
Who will direct the campaign among the staff and volunteers?
- 6. STAFF BUY-IN:**
How will the UA&M staff be engaged and trained about the capital campaign?
- 7. CAMPUS BUY-IN:**
How will we engage on-campus partners?
- 8. COMMUNICATION:**
How will we communicate about the mini campaign to set a precedent for UA&M?
- 9. FEASIBILITY STUDY:**
Have we shared the information from the feasibility study with the staff and other on-campus partners?