

# Campaign Communications Planning

	<b>CAMPAIGN PLANNING</b>	<b>QUIET PHASE</b>	<b>KICK OFF</b>	<b>PUBLIC PHASE</b>
Audiences	<ul style="list-style-type: none"> <li>• Board members</li> <li>• Campaign planning committee</li> <li>• Current major donors</li> <li>• Potential major donors</li> <li>• Influential community leaders</li> </ul>	<ul style="list-style-type: none"> <li>• Campaign chair(s)</li> <li>• Campaign steering committee</li> <li>• Lead gift prospects</li> <li>• Board members</li> </ul>	<ul style="list-style-type: none"> <li>• Campaign volunteers</li> <li>• All of your donors</li> <li>• Your volunteers</li> <li>• Community at large</li> </ul>	<ul style="list-style-type: none"> <li>• Everyone who will be affected by your project.</li> <li>• Your volunteers</li> <li>• Campaign volunteers</li> <li>• All of your donors</li> <li>• Community at large</li> </ul>
Messages	<ul style="list-style-type: none"> <li>• Preliminary project plans</li> <li>• Early thinking about capital campaign</li> <li>• Working goal</li> </ul>	<ul style="list-style-type: none"> <li>• What we are doing</li> <li>• Why it matters</li> <li>• What it will take</li> <li>• We invite your philanthropic leadership</li> </ul>	<ul style="list-style-type: none"> <li>• The project and why it matters</li> <li>• Campaign goal</li> <li>• Celebrate success: 60%+ toward goal</li> <li>• Honor campaign leaders, largest donors</li> <li>• Invite people to help get to the goal and make the project a success</li> </ul>	<ul style="list-style-type: none"> <li>• We're nearly there.</li> <li>• Help us get over the top</li> <li>• Why it matters.</li> <li>• How people can help</li> <li>• Join the excitement</li> </ul>
Vehicles	<ul style="list-style-type: none"> <li>• Project plans</li> <li>• Statement of campaign objectives</li> <li>• Preliminary case for support</li> <li>• Gift range chart</li> </ul>	<ul style="list-style-type: none"> <li>• Revised case for support</li> <li>• Gift range chart</li> <li>• Donor conversation tool</li> <li>• Proposals</li> </ul>	<ul style="list-style-type: none"> <li>• Campaign video</li> <li>• Speeches by leaders</li> <li>• Campaign brochure</li> <li>• Swag (t-shirts etc)</li> <li>• Press releases</li> </ul>	<ul style="list-style-type: none"> <li>• eNewsletters</li> <li>• Email campaign</li> <li>• Social media campaign</li> <li>• Campaign updates</li> <li>• Advertising</li> <li>• Website</li> <li>• Annual report</li> <li>• Facebook</li> <li>• Other broad base communications</li> </ul>