



ACORN HILL
ASSOCIATES

Capital Campaign Planning Timeline

acornhillassociates.com

1

PLANNING PHASE

2 years prior

- Team
- Goals and timeline
- Feasibility and budget
- Prospecting
- Gift chart
- Case and collateral



2

QUIET PHASE

1 year
80% of Goal

- Secure principal gifts
- Leverage major prospects
- Research major prospects
- Steward major prospects
- Secure major gifts



3

LAUNCH

- Press conference
- Launch party
- Multi-channel communications
- Web and social presence



4

PUBLIC PHASE

6-12 Months
20% of Goal

- Tiered giving levels
- Multi-year pledges
- Naming opportunities
- Annual fund strategy
- Coordinated multi-channel outreach
- Peer to peer & recurring giving



5

CELEBRATE

- Thank the team
- Thank the board
- Thank the donors
- Thank supporters
- Share success stories
- Highlight mission impact

