



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

2023 ANNUAL GIVING CAMPAIGN KEY CAMPAIGN DATES

PLANNING

- **August 24:** Philanthropy University
- **September:** Board Training @ Center Board Meetings
- **September 1:** AGC Chair identified and confirmed
- **September 14:** Campaign Gift Entry Training
- **September 20:** Staff Campaign Campaigner Training @ PIT Crew Meeting
- **September 19-30:** Campaign Planning Meetings (Full-Time Staff roster (requested from Leita), Board roster, Budget, Events approval)
- **September 23:** Campaign 101 Training
- **October 3:** 2023 Campaign Gift Entry Opens
- **November 1:** 2023 Goal Report Launch

STAFF

- **September 1-23:** Identify Staff Campaign Campaigners
- **September 5:** Request staff list from HRC
- **September 19-30:** Campaign Planning Meetings
- **September 20:** Staff Campaign Campaigner Training (Sept. PIT Crew Meeting)
- **September 30:** Staff Campaigners assigned for asks
- **October 3:** Launch Staff Campaign
- **October 31:** 50% of Goal for Staff Campaign
- **November 15:** 75% of Goal for Staff Campaign
- **November 30:** 100% of Goal for Staff Campaign
- **December 31:** 100% of all staff asked to give

BOARD

- **September:** Board Campaign Training @ Center Board Meetings
- **September:** AGC Chair Monthly Calls begin
- **September 19-30:** Campaign Planning Meetings
- **October:** Execs meet with Board Chair and AGC Chair to assign board asks
- **October 17-31:** Board rosters updated in Raiser's Edge
- **November 1:** Launch Board Campaign
- **November 30:** 50% of Goal for Board Campaign
- **December 31:** 100% of Goal for Board Campaign and all Board members asked to give

MAJOR

- **September 19-30:** Campaign Planning Meetings
- **October – December:** Targeted Year End Gifts
- **November:** Identification of top Major Gifts campaigners
- **January 12:** Major Gifts University and Campaign Kickoff Event
- **January 12:** Major Gift Pre-Printed Pledge Cards in-hand
- **January 18:** All Major Gift asks assigned to Campaigners
- **February 3:** 50% of Goal for Major Gifts
- **March 3:** 75% of Goal for Major Gifts
- **March 31:** 90% of Goal for Major Gifts
- **April 7:** 100% of Goal for Major Gifts and all AGC timeframe opportunities/donors asked to give

COMMUNITY

- **September 19-30:** Campaign Planning Meetings
- **February 13-24:** Community Campaign Training for Leadership Staff
- **February 16:** Virtual Gift Entry Training/Refresher
- **March 3:** Pre-Printed Community Campaign Pledge Cards in-hand
- **March 8:** Community Campaign Campaigner Training I
- **March 15:** Community Campaign Campaigner Training II
- **March 15:** Community Campaign asks assigned to Campaigners
- **March 20:** Community Campaign Launches – Members Helping Members
- **March 20:** 80% of Goal for Total AGC
- **March 20-25:** Strengthening Our Core Campaign - Community Renewals, Group Fitness, Personal Training, Wellness and Membership
- **March 25:** 50% of Goal for Community Campaign / 90% of Total AGC
- **March 27-April 1:** Growing with Our Families Campaign - Community Renewals, YPlay, Teens and Seniors/AOA
- **April 1:** 75% of Goal for Community Campaign / 95% of Goal for Total AGC
- **April 3-7:** Sharing Our Impact Campaign - Community Renewals, Program Participants and New Member Donor Acquisition
- **April 7:** 100% of Goal for Community Campaign
- **April 7:** 100% of Goal for Total AGC and all 2023 opportunities/donors asked to give

APRIL 7: ANNUAL GIVING CAMPAIGN OVER – GIFT ENTRY CLOSED

NOTES