



AGC Timeline

..... October 2023 – April 2024

Planning

- **August 24:** Philanthropy University
- **September 1:** AGC Chair Identified and Confirmed
- **September 7 & 13:** Campaign Gift Entry Training
- **October:** Staff Campaign Training @ PIT Crew Meeting
- **October 2:** 2024 Campaign Gift Entry Opens
- **November 1:** 2024 Goal Report Launch

Staff

- **September 1 – 22:** Identify Staff Campaigners
- **October:** Staff Campaign Training @ PIT Crew Meeting
- **October 2:** 2024 Campaign Gift Entry Opens
- **December 15:** 100% of Goal for Staff Campaign
- **December 31:** 100% of all staff asked to give

Board

- **September – November:** Board Campaign Training at Center Board Meetings
- **October:** AGC Chair Monthly Calls Begin
- **October:** Execs meet with Board Chair and AGC Chair to assign board asks
- **November 1:** Launch Board Campaign
- **January 31:** 100% of Goal for Board Campaign and all Board members asked to give

Major

- **October – December:** Targeted Year End Gifts; Prospecting work for potential new donors through philanthropy committees; All Major Gift Asks Assigned
- **January 11:** Major Gifts University & Campaign Kickoff Event (date tentative)
- **February 2:** 50% of Goal for Major Gifts
- **March 1:** 75% of Goal for Major Gifts
- **April 5:** 100% of Goal for Major Gifts and all AGC timeframe opportunities/donors asked to give

Community

- **February 5 – 9:** Community Campaign Training for Leadership Staff
- **February 15:** Community Campaign asks assigned to Campaigners
- **February 16:** Virtual Gift Entry Training/Refresher
- **February 22 & 29:** Community Campaigner Training
- **March 11:** Community Campaign Launches
- **March 25 – April 5:** Members Helping Members Acquisition Campaign
- **April 5:** 100% of Goal for Community Campaign and all AGC opportunities/donors asked to give

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*indicates virtual meeting