



Seasonal Partnership Recruitment Campaign- Fall 2012

"Game On!" **Campaign Summary**

Purpose: To increase partnership in a compressed time schedule

Goal: 12 new partners in 8 weeks; raising \$66,000 (\$5,500/partner)

Timeline

- 2012 Fall Recruitment timeframe: October 3 – December 12

Structure

- Campaign Chair
- Five Teams w/ Team Captains
- Materials – Partnership Recruitment Manual and Partnership Recruitment Fact Sheet
- Training for process and solicitation at Campaign Kick-off
- Scheduled weekly progress reports by Team members - 30 minutes maximum
- Scheduled several campaign education events that doubled as partnership recruitment events

Solicitation

- Internal – each Board pay dues
- External – each team member identifies prospective partners in their families, business, or community; lapsed donor lists will be provided
- To avoid duplication, names of all prospects will be checked against a master list of prospects and those currently being cultivated
- Annual Partner Dues – can be paid if full or in installments



“Campaign-in-a-box” Appendix

CAMPAIGN FACT SHEET

CAMPAIGN CHECKLIST

AMBASSADOR FREQUENTLY ASKED QUESTIONS

AMBASSADOR TOOLS

2013 TRAINING MANUAL

WELCOME / TRAINING PRESENTATION