

CAMPAIGN COMMITTEE LEADERSHIP



Planting a
SEED
to
READ

THE EARLY LITERACY CAMPAIGN

24 MONTH CAMPAIGN TIMELINE

2011 2012 2013
 SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG

ONGOING PROSPECT IDENTIFICATION AND CULTIVATION

**RECRUIT LEADERSHIP
CAMPAIGN COMMITTEE**

**BOARD
CAMPAIGN**

**LEADERSHIP GIFT
IDENTIFICATION & CULTIVATION**

LEADERSHIP GIFT SOLICITATION

MAJOR GIFT IDENTIFICATION & CULTIVATION

MAJOR GIFT SOLICITATION



**COMMUNITY
CAMPAIGN**

