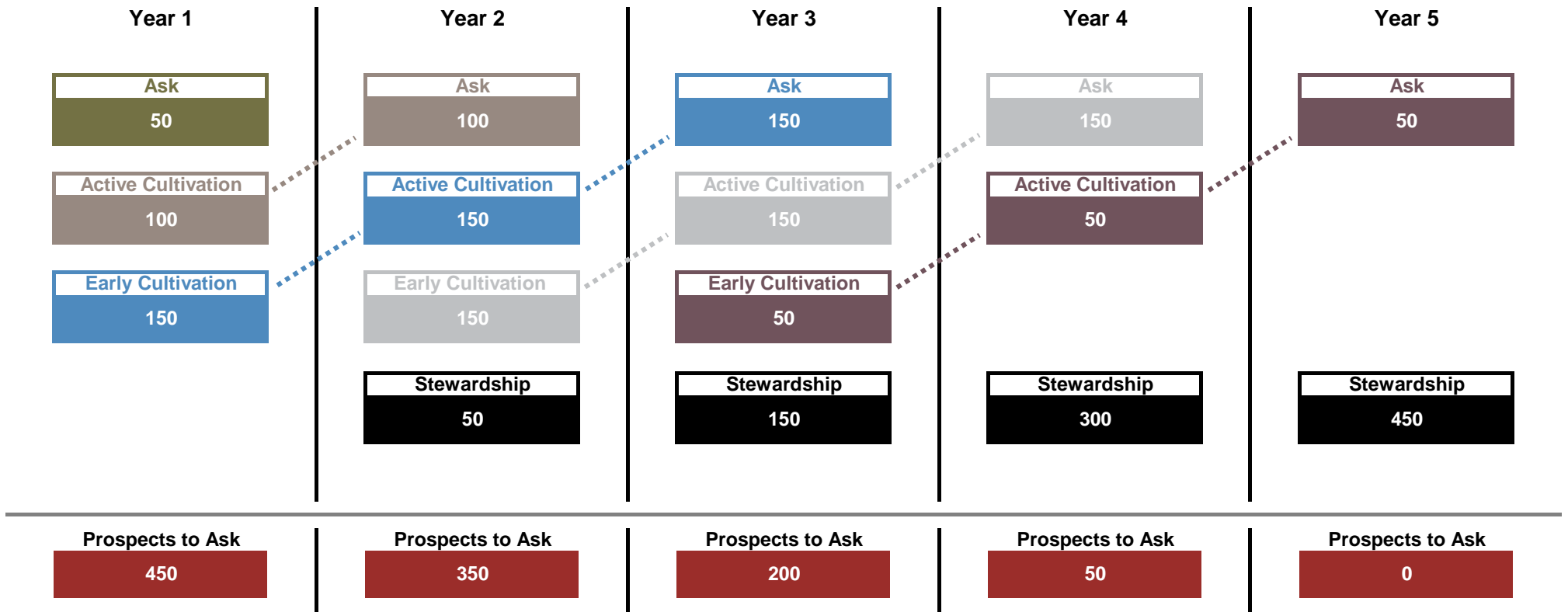


## Sample Campaign Operating Plan Prospect Map

(Initial Campaign Major and Leadership Gift Prospect Pool of 500)



\* Based on Major and Leadership Gift Prospect Pool of 500 prospects

# Sample Campaign Operating Plan Prospect Assignments

(Initial Campaign Major and Leadership Gift Prospect Pool of 500)

## Year 1

Ask Assignments	
Staff / Volunteer	Prospects
Trustees	
Dir of Development	
Staff 1	
Staff 2	
Staff 3	
Staff 4	
Staff 5	
	50

Active Cultivation Assignments	
Staff / Volunteer	Prospects
Staff 1	
Staff 2	
Staff 3	
Staff 4	
Staff 5	
	100

Early Cultivation Assignments	
Staff / Volunteer	Prospects
Staff 1	
Staff 2	
Staff 3	
Staff 4	
Staff 5	
	150

## Year 2

Ask Assignments	
Staff / Volunteer	Prospects
Trustees	
Dir of Development	
Staff 1	
Staff 2	
Staff 3	
Staff 4	
Staff 5	
	100

Active Cultivation Assignments	
Staff / Volunteer	Prospects
Staff 1	
Staff 2	
Staff 3	
Staff 4	
Staff 5	
	150

Early Cultivation Assignments	
Staff / Volunteer	Prospects
Staff 1	
Staff 2	
Staff 3	
Staff 4	
Staff 5	
	150

Stewardship Assignments	
Staff / Volunteer	Prospects
Staff 1	
Staff 2	
Staff 3	
Staff 4	
Staff 5	
	50

## Year 3

Ask Assignments	
Staff / Volunteer	Prospects
Trustees	
Dir of Development	
Staff 1	
Staff 2	
Staff 3	
Staff 4	
Staff 5	
	150

Active Cultivation Assignments	
Staff / Volunteer	Prospects
Staff 1	
Staff 2	
Staff 3	
Staff 4	
Staff 5	
	150

Early Cultivation Assignments	
Staff / Volunteer	Prospects
Staff 1	
Staff 2	
Staff 3	
Staff 4	
Staff 5	
	50

Stewardship Assignments	
Staff / Volunteer	Prospects
Staff 1	
Staff 2	
Staff 3	
Staff 4	
Staff 5	
	150

## Year 4

Ask Assignments	
Staff / Volunteer	Prospects
Trustees	
Dir of Development	
Staff 1	
Staff 2	
Staff 3	
Staff 4	
Staff 5	
	150

Active Cultivation Assignments	
Staff / Volunteer	Prospects
Staff 1	
Staff 2	
Staff 3	
Staff 4	
Staff 5	
	50

Stewardship Assignments	
Staff / Volunteer	Prospects
Staff 1	
Staff 2	
Staff 3	
Staff 4	
Staff 5	
	300

## Year 5

Ask Assignments	
Staff / Volunteer	Prospects
Trustees	
Dir of Development	
Staff 1	
Staff 2	
Staff 3	
Staff 4	
Staff 5	
	50

Stewardship Assignments	
Staff / Volunteer	Prospects
Staff 1	
Staff 2	
Staff 3	
Staff 4	
Staff 5	
	450

Remaining Prospects to Ask	
	450

Remaining Prospects to Ask	
	350

Remaining Prospects to Ask	
	200

Remaining Prospects to Ask	
	50

Remaining Prospects to Ask	
	0

\* Based on Major and Leadership Gift Prospect Pool of 500 prospects

\*\* Assignments to be reviewed and revised regularly to ensure balance of prospects and solicitations among staff members