

OPERATION ADVANCE – KEY DELIVERABLES

See Appendix A (Operation Advance Master Timeline) for additional detail

PHASE I: Assessment/Reorganization

FY06

- Full assessment of the University’s existing development programs
- New unified organizational structure and management systems
- First Board of Trustees Annual Fund campaign
- Implementation of new IT system (OASIS) and business process review
- Recruitment of national caliber senior management team
- Planning for new Advancement center
- Launch of Charter Phase of George Eastman Circle
- Develop business plan

PHASE II: Strategic Planning/Build Up

FY07- 09

- 4,000 prospects
- Over \$300M cash and commitments
- Start of comprehensive multiyear operational plans
- Completion of new IT system and redesign of all business practices
- Full launch of George Eastman Circle
- National screening and rating program
- Volunteer infrastructure (National Councils and Regional Cabinets)
- Recruitment of early Campaign volunteer leadership

PHASE III: Nucleus Fund

FY10 – 11

- 6,200 prospects
- Over \$500M cash and commitments
- Campaign infrastructure and implementation
- Recruitment of Campaign leadership
- Case for the formal Campaign
- Market analysis and testing
- Obtain 40-50% of commitments necessary to complete the Campaign

PHASE IV: Public Campaign

FY12 – 16

- 10,000 prospects
- Over \$1.2B in cash and commitments*
- Fully deployed Advancement staff and program
- Board reviews and endorses the Campaign goal, timeline, and key thematic focus
- Publicly announce the Campaign
- 50-60% of Campaign goal raised during public phase

PHASE V: Celebration/Stewardship

FY17 – 18

- Events held to celebrate the University’s achievements and to highlight the impact our donors have made
- Stewardship programs and events lay foundation for next campaign

* Determination of the official Campaign goal is dependent upon the level of leadership commitments during the Nucleus Fund and the resonance of the strategic plans with our constituencies.