

## *Campaign Management*

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Campaign management services provided by The Compass Group are predicated on the development of collaborative partnerships with our clients. Through these partnerships we mutually establish standards of accountability for the successful implementation of a campaign. Achievement of these standards is facilitated by:

- The creation of a customized campaign plan that uniquely fits the climate and culture of your organization.
- The creation of a target-date-driven campaign timeline.
- The creation of a Gifts Chart to be used as a tool to manage prospects and track progress toward goal achievement.
- Scheduled on-site visits to:
  - Evaluate campaign progress
  - Assist with the development of the Case for Support and collateral materials
  - Collaborate on the creation of strategies to identify and enlist campaign leadership
  - Collaborate on the creation of strategies for effective prospect identification, qualification, cultivation, solicitation and stewardship
  - Provide mentoring, coaching and training opportunities for leadership, volunteers and staff
  - Develop and oversee the administration of a campaign budget
  - Assist as appropriate with campaign-related task achievement
  - Provide discipline and accountability to the campaign organization
- Strategic off-site task management and support to ensure positive campaign momentum between on-site visits.
- Regular documentation of campaign progress.

Our team works side-by-side with your team in every aspect of the campaign—from start to finish—to ensure success!

At Compass, we recognize that the urgency of a significant fundraising campaign is often the highest priority for our clients. However, a successful campaign is only one of the outcomes you should expect from a partnership with Compass. Other outcomes include:

- Increased productivity and effectiveness of the current fundraising system;
- An appropriate strategic plan for the development program;
- An effective process for the successful use of volunteers in the fundraising effort; and
- A strong and effective governing board.