

For more information contact:  
 Kathryn Yandell - Director  
 Terry Little - Medical Foundation  
 Jim Lanier - ECU Foundation  
 Dennis Young - Educational Foundation (Athletics)

### ECU CENTENNIAL CAMPAIGN PLANNING TIMETABLE

Planning Elements (Quarter)	Initiated	Completed	2000				2001				2002				2003				2004				2005				2006				2007			
			1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th
1. Trustees Approve ECU Strategic Plan	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	→																															
2. Create a joint planning team among the Educational, the Medical and the ECU Foundations to lead the operational planning efforts and to identify and implement policies and procedures that facilitate cooperation and effective execution of plans during the campaign	<input checked="" type="checkbox"/>		→																															
3. Based on long-term strategic principles, the chancellor in collaboration with the cabinet, deans, trustees, foundation and alumni boards defines primary and secondary priorities for the campaign	<input checked="" type="checkbox"/>		→																															
4. Update alumni and donors databases	<input checked="" type="checkbox"/>		→																															
5. Begin consistent prospect research	<input checked="" type="checkbox"/>		→																															
6. Develop a consistent plan for selecting and valuing naming opportunities for the campaign			→																															
7. Deans, faculty and advisory boards in cooperation with advancement staff develop individual school and college plans based on the chancellor's priorities and the units' strategic plans	<input checked="" type="checkbox"/>		→																															
8. Establish a University Advancement Planning Council to be chaired by the chancellor to meet quarterly to discuss campaign related issues and to report on progress for each school	<input checked="" type="checkbox"/>		→																															
9. Conduct an internal study to assess readiness for a major campaign and develop a plan to address real and perceived problems that are identified	<input checked="" type="checkbox"/>		→																															
10. Identify potential campaign leadership	<input checked="" type="checkbox"/>		→																															
11. Secure council to audit fundraising operations across the campus and address identified issues that would negatively affect the campaign	<input checked="" type="checkbox"/>		→																															

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12. Involve Foundation Boards and Advisory Councils in major Stewardship & Relationship building effort	<input checked="" type="checkbox"/>										→																							
13. Begin major prospect strategy sessions for individual donors among the 3 Foundations																																		
14. Prepare and use pre-campaign video - Planned Giving with regional focus	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>									→																							
15. NEW CHANCELLOR ARRIVES		<input checked="" type="checkbox"/>									→																							
16. Secure outside Campaign Council -- To guide the development of the Campaign Plan To conduct an Internal Readiness Assessment To conduct a Campaign Planning Study To assist leadership in providing oversight for the Campaign	<input checked="" type="checkbox"/>										→																							
17. Vice Chancellors and Deans resubmit campaign priorities by division and school.	<input checked="" type="checkbox"/>														→																			
18. Conduct a campaign Feasibility Study with 50-75 personal calls																																		
19. Add Deans Advancement Council Chairs as honorary members of the ECU Foundation Board	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>									→																							
20. Begin regional case review sessions for leadership gift prospects																																		
21. Secure endorsement for the case and tentative goals for Alumni Board, Board of Visitors, and school-based Advancement Councils															→																			
22. Select a Campaign Planning Team to plan and lead initiated campaign efforts															→																			
23. Recruit chair and co-chairs and key leaders															→																			
24. Start official campaign counting period																																		
25. Begin silent phase of the campaign for lead gifts to build a nucleus fund																																		
26. Convert Campaign Planning Team to a Steering Committee																																		
27. Trustees approve final decision on public goals and objectives																																		
28. Prepare final print and video materials																																		

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29.	Public announcement and begin public phase																																									
30.	Continue leadership gifts efforts																																									
31.	Build major gifts efforts through regional campaign and involve alumni and Pirate Club chapters and schools																																									
32.	Develop a telemarketing effort to communicate, cultivate and solicit all alumni																																									
33.	Victory celebration																																									
34.	Post-campaign plan and follow-up																																									