

SAMPLE Pre-Campaign Planning and Readiness Study Timeline

PHASE-SPECIFIC TASKS	WEEK														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Phase I: Case Development and Prospect Identification															
ID Top Donor Prospects															
ID Study Planning Committee Prospects															
Assemble Evidence of Community Need															
Produce Project Description/Drawings															
Assemble Organizational Information															
Confirm Project Plans/Expected Outcomes															
Finalize Project Budget Estimates															
Draft Case Prospectus															
Recruit Study Planning Committee (SPC)															
Phase II: Refinement of Prospect List and Case															
Outline Case for Presentation to SPC															
Hold SPC Meeting															
Revise Case Prospectus															
Draft Interview Questionnaire															
Finalize Prospective Interviewee List															
Phase III: Interviews, Surveys and Data Analysis															
Contact Interviewees for Consent															
Schedule Interviews															
E/mail Study Materials to Interviewees															
Conduct Interviews and Surveys															
Tabulate and Analyze Data															
Phase IV: Report and Recommendations															
Draft Preliminary Report															
Send Draft Preliminary Report to CEO/Chair															
Edit Report															
Present Final Report to Board															

Note: By initiating some of this work in advance, you may streamline the study process and create more time for case development and interviews.