

Sample Capital Campaign Timeline

Year One												Year Two												
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	
Campaign Preparation																								
		Volunteer Recruitment/Training																						
			Messaging/Materials																					
						Board Giving																		
								Lead Gifts Campaign																
										Major Gifts Campaign														
														Community Gifts Campaign										
																				Campaign Wrap-up				
Donor Cultivation & Stewardship																								