



# ROADMAP

for a

Successful, Strategic

## CAMPAIGN LAUNCH

Planning for your organization's campaign launch can be a stress-inducing task but, with careful planning, it doesn't have to be! Setting strategic, clear objectives for the launch and allowing plenty of planning time will ensure smooth roads to a successful launch.

### CURRENT LOCATION

#### Pre-Trip Checklist



Ensure "road map" is in place to guide all future decisions. (objectives for the campaign launch)



Assemble a great event team.



Set the budget.



Gain buy-in of leadership and key stakeholders now. (prevent time-consuming detours later)

#### PROGRAM GPS

Keep the invitees at the forefront of all planning. *What do you want the audience as a whole and each guest to take away from the launch?*

### MILE MARKER #1

#### Map Out the Basics



Determine assignments for team members.



Choose an appropriate venue.



Set a date.

#### AVOID POTHOLE

Are there any nearby activities that might derail or delay guests accessing the venue?

### MILE MARKER #2

#### Fine Tune Navigation



Set timelines for completion.



Devise a communication plan.

(May include save-the-date cards, invitations, programs, media relations, post-launch engagement)

### MILE MARKER #3

#### Choose Travel Companions



Select external partners necessary for a successful launch. (May include catering, lighting, music, parking, security)



Tap individuals

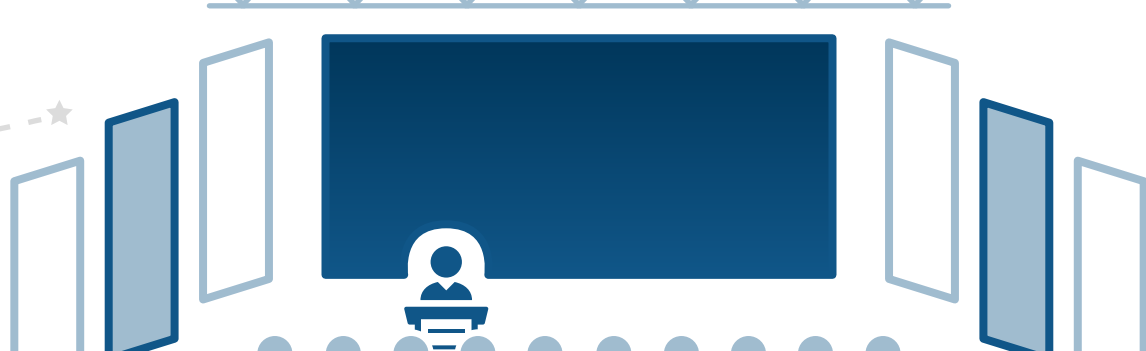
who best represent the organization to speak at the launch. (May include alums, faculty, supporters)

#### TAKE TIME FOR A TUNE-UP

Monitor your team's progress in accomplishing their tasks. *Do any adjustments need to be made?*

### THE BIG ATTRACTION

#### Make the Most of the Experience



Execute the Campaign Launch.



Ensure engagement is going to plan.

Is the scholarship donor able to visit with the scholarship student?

Is the potential donor who is interested in a particular aspect of medical research able to speak with a researcher in that area?



Leverage volunteers to help with event basics.

Free up development and advancement professionals to implement the engagement plan. (May include running the check-in table, etc.)

### THE JOURNEY CONTINUES

#### Maintain Guest Engagement



Develop and send post-event materials.



Send handwritten thank-you notes to volunteers.



Send an excerpt of the event video to guests who were unable to attend.



Set up touch-base appointments to meet with colleagues outside development to discuss next steps with potential donors.



Create a "roadshow" video for small group presentations to get extra mileage out of the launch.

#### MAXIMIZE FUEL EFFICIENCY

Steward volunteers with a gift or memento of post-event materials to show appreciation for their investment of time and talent into the campaign launch.