



# Comprehensive Campaign Update 4-30-19

  
girl scouts  
of western ohio



# Overview

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**Campaign Structure**



**How Will We Get to Goal?**



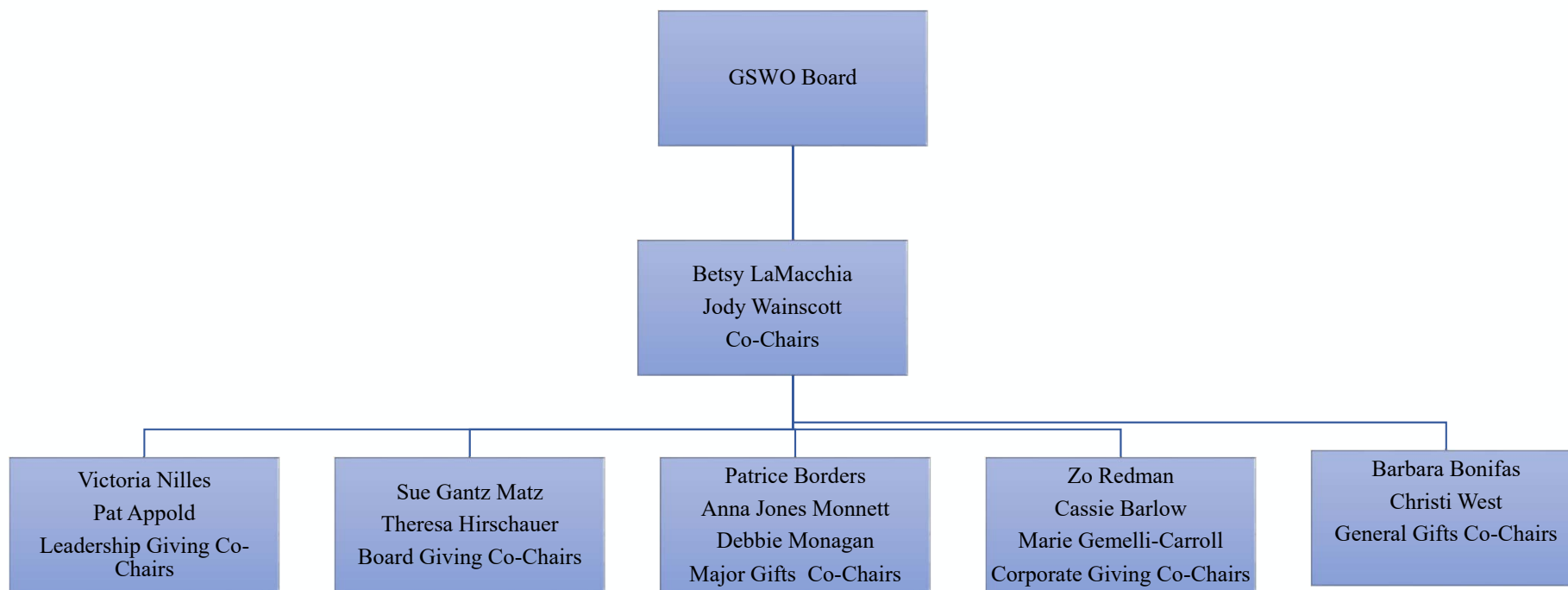
**Campaign Timeline**



**EMPOWER HER sneak peak**



## Campaign Structure





### Scale of Gifts to Raise \$8 million

#### *Girl Scouts of Western Ohio*

Number of Gifts	In the Range of	Totaling	Prospects Needed
3	1,000,000	3,000,000	10
1	500,000	500,000	4
2	250,000	500,000	8
4	100,000	400,000	12
<u>                    </u>	10	<u>                    </u>	<u>                    </u>
		4,400,000	34
20	50,000	1,000,000	80
30	25,000	750,000	120
40	10,000	400,000	160
<u>                    </u>	90	<u>                    </u>	<u>                    </u>
		2,150,000	360
100	5,000	500,000	400
300	2,500	750,000	1,200
400 or more	1,000 and under	200,000	1,600
<u>                    </u>	800	<u>                    </u>	<u>                    </u>
		1,450,000	3,200
<b>Total</b>	<b>899</b>	<b><u>8,000,000</u></b>	<b>3,594</b>

# Campaign Timeline

Girl Scouts of Western Ohio																																																	
Campaign Timeline																																																	
January 2019 through March 2022																																																	
Phase	2019												2020												2021												2022												
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M										
Organization	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light							
Board Campaign	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light					
Leadership Gifts	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light				
Major Gifts	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light			
Employee Gifts	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light		
Institutional Gifts	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	
Public Campaign																																																	
General Gifts																																																	
Celebrate Victory																																																	
Campaign Clean-up																																																	

Light green = Preparation activities  
Dark green = Active implementation

## EMPOWER HER Sneak Peak



  
**THERE'S A  
LITTLE CAMP  
IN US ALL**

There's a little more going on than just getting and going. There's a little more to it than what's going on. There's a little more to it than just getting and going. There's a little more to it than just getting and going. There's a little more to it than just getting and going.







Photography style: real girls, on location at camps



From Girl Scouts photo library and blog

