

# MEMO

Attachment L



**Date:** January 11, 2019  
**To:** Board of Directors  
**From:** Susan Redman-Rengstorff, Vice President of Special Campaigns  
**Subject:** Comprehensive Campaign Update

As reported at the Board retreat in November, we identified four areas of focus as key priorities related to the comprehensive campaign for completion by the end of February. Below is an update of progress to date.

**Confirm Campaign Goal and Budget:** In the feasibility study conducted by Skystone last spring, a goal of \$6 million was initially recommended. However, after further review and update of original construction projections, the addition of costs to upgrade at Camp Libbey, and inclusion of programmatic costs, we determined that a more realistic goal is \$8 million.

**Confirm Messaging and Naming Opportunities:** With confirmation of a campaign goal of \$8 million, we have identified appropriate naming opportunities for each camp and price point. We are now ready to confirm messaging and production of campaign collateral. To help with that process we are seeking to partner with a branding/communications firm and have solicited Requests for Proposal from firms in Toledo, Dayton and Cincinnati. This process will be completed by the end of February.

**Identify and Recruit Campaign Leadership:** We are currently in the process of meeting with prospective leaders for the campaign cabinet. Our objective is to have a cabinet comprised of three subcommittees representing our three major markets – Toledo, Dayton and Cincinnati – with Board members and current donors confirmed by mid-February.

**Confirm Campaign Timeline:** Now that we have confirmed the campaign goal and completed analyzing our current donor database, we are updating our scale of gifts to identify key prospects for lead gifts. Our goal is to kick off the silent phase – or the lead and major gift phase – of the campaign in early spring. This phase includes the Board campaign with the objective of 100% participation. We hope to have a lead gift confirmed by summer 2019.

**Other Updates:** Exploratory site visits to three councils were conducted in November/December. These included visits to Girl Scouts–Arizona Cactus–Pine in Phoenix, Girl Scouts of Northeast Texas in Dallas, and Girl Scouts–Western Oklahoma in Oklahoma City. While there were obvious unique elements to each campaign – which average \$16 million per council – there were many lessons learned that we will incorporate in our efforts. Many thanks to Board member, Sue Matz for her participation.

