



## **PROPOSED SCOPE OF WORK**

Virginia Fundraising Consultants would be honored to have the opportunity to work with Chesapeake Bay Academy to assist the school in planning and implementing a capital campaign of \$3 million.

VFC's work would include:

- ◆ Creating a blueprint for the campaign through:
  - Creation and implantation of the campaign committee structure
  - Identification and engagement of a broader base of committee members and campaign advocates
  - Setting goals and objectives
- ◆ Cultivating and soliciting new prospective major and lead donors
- ◆ Guiding and managing the campaign through:
  - Coordinating committee meetings and follow-up
  - Managing and providing guidance for solicitations
  - Preparation of all campaign documents, including reports, case materials, and follow up and acknowledgement letters
- ◆ Support in increasing CBA's visibility in the community

The services provided would include the creation of a Campaign Plan and the implementation of the plan.

It is suggested this effort be implemented over a nine-month period with an option to continue services if needed.

Following is a breakdown of the services that Virginia Fundraising Consultants would provide and an outline of fees.

**VIRGINIA FUNDRAISING CONSULTANTS**

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