



## Proposed Scope of Work, Timeline and Fees

To ensure a successful fundraising effort for Virginia Museum of Contemporary Art and test the capacity of a \$1 million campaign, a complete assessment of needs and a formal Campaign Planning Study, which involves key stakeholders in the community, should be undertaken to lay the groundwork.

A formal planning study will identify the fundraising potential, key partners and possible challenges. The Campaign Planning Study conducted by Virginia Fundraising Consultants will review the fundraising landscape and will include a series of confidential interviews with key community members and other potential donors. We are suggesting that 25-35 individual interviews be conducted.

From the intelligence gained from the assessment and Campaign Planning Study, the outline of a Campaign Master Plan would be formed, which would lay the framework for a major campaign.

### **PROPOSED SCOPE OF WORK**

The **Campaign Planning Study** will include:

- Preparation of a draft Case for Support
- Identification of interviewees for the Study
- Preparation of introduction/appointment letters
- Drafting of interview questionnaires and fact sheets
- Scheduling appointments
- Personal Interviews (25 to 35)
- Preparation of follow-up/thank you letters
- Broader community survey
- Compilation of Study
- Presentation of Summary of Findings

From the results received from the Campaign Planning Study, and if the organization decides to move forward, a Campaign Master Plan would be created. This **Master Plan Outline** will include:

- Suggested campaign leadership and structure
- Prospective donors
- Revised Case for Support
- Campaign Organizational Structure
- Gift Tables
- Timeline
- Campaign Operating Budget