

6-Month Fundraising Campaign

Campaign Setup - March - August

We will identify, engage, personalize, and convert donors faster, while honoring community relationships.



Core Values of Campaign:

- Donor segmentation & Predictive giving
- Personalized Ask Amounts
- Automated outreach - Emails, Text
- In-person outreach - Coffee, Lunch, Group Gatherings
- Campaign Performance Optimization with AI
- Board + Volunteer Activation Tracking - Prospect file on each potential donor
- \$500,000 in 6 Months

"Keeping the Lights On & Doors Open" Campaign

Campaign Objective: Raise \$500,000 for operations, food programs, staffing, and client care.

Strategic Reality Check: This is not one giant ask.

- 60% major + mid-level gifts: Curated List of local potential donors
- 25% recurring/monthly - currently being established
- 15% community & events - currently planned

1. Revenue Breakdown (AI-Modeled)

Segment	Target	# of Donors	Avg Gift	Total
Major Gifts	\$300,000	30	\$10,000	\$300,000
Mid-Level	\$125,000	125	\$1,000	\$125,000
Monthly Givers/Events	\$75,000	200	\$21/mo	\$75,000
TOTAL	\$500,000			

2. AI Donor Intelligence Engine

Inputs

- Past donors
- Church lists
- Business partners
- Volunteers
- Social media engagement
- Email open/click behavior
- One-time donors

- Prospective High-Capacity Local Donors

Outputs

- Predicted Gift Capacity
- Ideal Ask Amount
- Best communication channel
- Best message framing:
 - "Community Pride"

- "Urgent Need"

- "Legacy Impact"

3. Personalized Outreach System

Email + SMS + Direct Ask AI

- Every donor gets a custom ask
- Example: "Based on your past support, a gift of \$2,500 would provide housing and meals for 3 families this winter."

Cadence of Campaign

- 7-9 touchpoints per donor over 6 months
- Automated reminders
- Escalation to human call when engagement spike

4. Board & Ambassador Activation (Critical)

Assign each Board Member:

- 3-4 High-Capacity Prospect File
- Pre-written "call" and "ask" scripts
- Follow-up Reminders
- Thank You Note Tracking

Board Goal

- Minimum \$200,000 collectively
- No board member is "not a fundraiser" - Campaign makes it easy.

5. Monthly-Campaign Rhythm (6 Months)

Month 1: Quiet Phase

- Secure \$200,000
- Major donors, insiders, board
- Goal: 30% raised before public launch

Month 5: Urgency Phase

- Countdown messaging
- Donor Updates
- Lapsed donor reactivation

Month 2-3: Public Launch

- Email + Social + Churches
- Monthly Giver Program Boost
- Events/Local Media

Month 6: Finish Strong

- Matching gift
- Board "last mile" push
- Celebration + Gratitude blitz

Month 4: Community Momentum

- Recurring Donor Engagement

House on the Hill Fundraising Calendar:

February: \$5000 Birthday Wish Campaign

March: Quiet Start to 6-Month \$500,000 Campaign - Prospect File Contacts

April: Danny Carothers Race Day/Arts Festival/Concert

May: Follow-Up on Event goers, Emails/Social

June: Recurring Donor Engagement, **Set**

Hunger/Homelessness Awareness Week Schedule

July: Countdown Messaging, Donor Updates, Lapsed Donor Engagement, **Prepare for "Community Food Drive" to launch October.**

August: Matching Gift, Last Mile Push, Celebration/Gratitude Blitz from \$500,000 Campaign

September: Acquire Business locations for "Home for the Holidays" Poster Campaign, **Begin Soft Launch of Hunger/Homelessness Awareness**

October: Deliver "Community Food Drive" materials to local participant schools. Includes Pallet/Watermelon Boxes/Signage

November: "Hunger and Homelessness Awareness Week" activities and events, "Community Food Drive" ends November 12/Pickup Materials from participant schools, Pickup Food Items/Deliver-Dropoff Day November 13/14 at Magnolia Building.

December: "Home for the Holidays" ends December 31, 2026, Pickup Materials January 2027