Special Appeal Process Outline

**Pre-campaign phase**

Develop case for support

Set dollar goal of the special appeal

Build a gift table

Invite lead / challenge gifts

**Public phase**

*Inform / Motivate*

Inspiring messages shared/recorded (3 weeks)

Inspirational written materials utilized (bulletin, social media, newsletter, email)

*Ask*

Mail a letter inviting gifts

Appeal Day

Announce results and follow up

**Wrap-Up**

Celebrate

Mail thank you notes