

**CAPITAL AREA CASA ASSOCIATION  
2010 DEVELOPMENT TIMELINE**

**FOCUS: ACKNOWLEDGING DONORS AND STRENGTHENING RELATIONSHIPS**

<b>2010</b>	<b>PLANNING</b>	<b>DIRECT MAIL</b>	<b>ANNUAL GIVING</b>	<b>CAPITAL CAMPAIGN</b>	<b>OTHER</b>	<b>CASAS FOR CASA</b>
JANUARY	ED meets with board members to develop new and update existing prospect lists		Board pledges received by 1/31/2010	Develop donor plaques for new building		Confirm dates
FEBRUARY	ED meets with board members to develop new and update existing prospect lists					Update all solicitation materials
MARCH	ED meets with board members to develop new and update existing prospect lists			CASA News includes article about building status	Crawfish on the Clover	Sponsor & auction item solicitation
APRIL	ED meets with board members to develop new and update existing prospect lists				Key donors receive personal invitation to picnic and attends with solicitor	Sponsor & auction item solicitation
MAY				Ribbon cutting/donor acknowledgment		Sponsor & auction item solicitation
JUNE						Sponsor & auction item solicitation

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JULY					Key donors receive 2 comp Fiesta tickets and attends with solicitor	Fiesta Auction Raffle ticket sales
AUGUST						Raffle ticket sales
SEPTEMBER	Fundraising committee convenes to create 2011 (post-capital campaign) development plan			CASA News includes article about building completion		
OCTOBER			Meet with prospects		Staff fundraising lunch	
NOVEMBER		Holiday mailing	Meet with prospects			
DECEMBER			Meet with prospects		Key donors receive holiday card with CASA ornament personalized by solicitor	