

Lens on Atlanta
Fundraising Master Schedule

FY2010	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
Grants												
<i>CPB</i>												
Interim status report due	30-Jul											
Communications Plan due	30-Jul											
Financial reports due	30-Jul											
Feasibility study due					24-Nov							
Toolkit available via website						21-Dec						
FINAL REPORTS & TOOLKIT							31-Jan					
<i>Local Foundation</i>												
Planning session/finalize talking pts.	13-Jul											
Meeting w/Executive Director	24-Jul											
Initial Proposal draft	31-Jul											
Review meeting w/Executive Director						16-Dec						
Final draft w/attachments								1-Feb				
<i>Knight Foundation Community info Challenge</i>												
JG views webinar	16-Jul											
Develop strategy to engage CFA		1-Aug										
LOI submitted to Knight website		15-Aug										
Proposal thru CFGA			23-Sep									
Winners announced						XX						
<i>Knight Foundation News Challenge</i>												
Applications due						15-Dec						
First round winners announced							10-Jan					
Full Proposal due							31-Jan					
Top 50 selected								15-Feb				
Finalists selected									19-Mar			
Winners announced												30-Jun
<i>Federal Government (NEA, NEH, etc.)</i>												
Monitor grant announcements (ongoing)	10-Jul	10-Aug	10-Sep	10-Oct	10-Nov	10-Dec	10-Jan	10-Feb	10-Mar	10-Apr	10-May	10-Jun
Continue to research potential federal, state & local opps.			30-Sep			30-Dec			31-Mar			
<i>National Foundation</i>												
Research recent grants awarded		20-Aug										
Determine approach and draft LOI					6-Nov							
Prepare proposal if requested						15-Dec						
Expected decision date								28-Feb				
<i>National Foundation B</i>												
Complete research on program fit			15-Sep									
Determine approach and draft LOI					30-Nov							
Prepare proposal if requested							15-Jan					
Expected decision date										1-Apr		
<i>Local Foundation B</i>												
Review potential & determine viability				30-Oct								
Identify project & draft LOI					15-Nov							
Prepare proposal if requested												
Corporate Support												
Develop draft list of prospects			30-Sep									
Draft Case statement		5-Aug										
Final Case Statement			15-Sep									
Cultivation of Corporate supporters (ongoing)				1-Oct	1-Nov	1-Dec	1-Jan	1-Feb	1-Mar	1-Apr	1-May	1-Jun
Individual Support												
Review current prospect list w/BOD	24-Jul											
Identify additional prospects		15-Aug										
Develop initial cultivation plan			1-Sep									
Update & monitor prospect list					15-Nov		15-Jan		15-Mar		15-May	