

**TREE FUND ENDOWMENT BUILDING CAMPAIGN TIMELINE OF EVENTS**  
***(Updated April 14, 2016)***

March 1, 2016:	Campaign proposal submitted to Finance, Development and Executive Committees; reviewed in committees through March with comments incorporated back into master. <i>(COMPLETE)</i> .
April 4, 2016:	Campaign proposal provided to full Board of Trustees for review and evaluation. <i>(COMPLETE)</i> .
May 10, 2016:	Complete hiring and in-boarding process for two new staff positions (within approved budget levels), reconfigured with clear emphasis on campaign as part of assigned duties.
May 16, 2016:	Campaign proposal approved for implementation by full Board of Trustees.
May 20, 2016:	RFP issued for feasibility study contractor.
May 30, 2016:	Database export for wealth screening contractor completed.
June 30, 2016:	Wealth screening review completed.
July 10, 2016:	Formal, documented moves management system implemented to cultivate ~120 key prospects.
August 20, 2016:	Feasibility study contractor engaged with ~32 prospects identified to participate.
September 1, 2016:	RFP issued for public relations firm.
October 30, 2016:	Feasibility study interviews complete.
November 30, 2016:	Feasibility study report complete.
December ?, 2016:	Board of Trustees review progress to date at annual winter meeting and approve launch of quiet phase.
December 20, 2016:	Public relations firm engaged to develop materials incorporating feasibility study findings.
March 1, 2017:	Campaign committee leadership identified and confirmed.

March 15, 2017:	Initial campaign marketing materials ready to support quiet phase.
December 1, 2017:	Quiet phase complete after UARF and CATT goals achieved, and an additional ~\$2.4 million (60% of goal) in pledges secured for Phase Two of campaign.
December ?, 2017:	Board of Trustees review progress to date at annual winter meeting and approve launch of public Phase Two of campaign.
January 30, 2018:	Second round of campaign marketing materials completed for public Phase Two.
February ?, 2018:	Public Phase Two of campaign launched, ideally with an open rollout event with significant national public relations potential.
October 1, 2018:	Additional \$0.4 million in public pledges secured for Phase Two of campaign (total \$2.8 million)
March 1, 2019:	Additional \$0.4 million in public pledges secured for Phase two of campaign (total \$3.2 million)
October 1, 2019:	Additional \$0.4 million in public pledges secured for Phase Two of campaign (total \$3.6 million)
March 1, 2020:	Final \$0.4 million in public pledges secured for Phase Two of campaign (total \$4.0 million)
May ?, 2020:	Board of Trustees review progress to date at annual springmeeting and evaluate whether fundraising efforts are complete or should be continued deeper into 2020.
July 1, 2020:	All new programs or grants required under gift terms ready for rollout and implementation.
October 1, 2020:	Final campaign report, ideally presented at a formal closing event with significant public relations potential.