

To: Fundraising & Sponsorship Committee

From: Shirlene Curtis CFRE
Executive Director of Development

Subject: **CAMPAIGN PREPARATIONS UPDATE**

Date: 2010-05-21

Summary:

This report provides an update on the campaign preparation work undertaken in 2010 and an overview of activities conducted by KCI (Ketchum Canada).

Recommendations:

It is recommended that this report be received for information.

Background:

At the 2010-01-25 Fundraising & Sponsorship Committee meeting, KCI reported on Fundraising Preparations & Planning to date along with the recommended campaign priorities. The report provided an overview of the activities, philanthropic leader consultations, prospect identification, and strategy development, along with the preliminary fundraising plan. This plan defined a phased approach to the campaign.

Comments/Discussion:

Since the last update to the Fundraising & Sponsorship Committee in January, KCI has completed a number of deliverables. KCI will provide a presentation at the meeting summarizing these activities.

The Executive Director of Development held meetings with key prospects, and former donors to solicit feedback on our campaign priorities and their interest in continuing a relationship with the Zoo. The draft Case is being reviewed by senior management and it will be circulated to the Committee members when revisions are complete.

The Executive Director of Development met with Committee members to review Zoo priorities and identify prospects. We are now ready to begin cultivation of our lead gift donor prospects and campaign cabinet member prospects.

As Phase 1 - Tundra Trek is completed, we are ready to secure campaign management and staff resources for Phase 2. We are satisfied that KCI has fulfilled all of their contractual obligations and provided additional insights, assistance, and expertise to assist the Executive Director of Development.

The RFP to identify campaign management and operational resources was completed and ready for release in March 2010. With the arrival of the new Chief Executive Officer in April, the RFP has been held pending his review.

Shirlene Courtis CFRE
Executive Director of Development