

Oakland School for the Arts Campaign Update

Presented by:
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Activity to Date

- Developed campaign materials
- Built out the initial pipeline
- Recruited the campaign committee
- Conducted a kick off meeting and solicitation training
- Leveraged the committee's network to build additional prospects into the pipeline
- Created internal reporting structures for activity
- Solicited the campaign committee

Campaign Timeline



Role of the Board

The board is a critical supporter and ambassador during a campaign.

- Find your own “story” of why you are motivated to give financial support
- Invite people to OSA events
- Let staff know if you think of potential prospects for the campaign
- Periodically review lists of prospects and help develop the optimal solicitation strategy
- Assist in campaign solicitations as appropriate
- Provide additional, personal gift acknowledgements for donors you know
- Consider your own giving to OSA

Next Steps

- 100% campaign committee participation
- 100% board participation
- Gala on April 30
- Continue to leverage the campaign committee
- Conduct board lead generation and solicitation training at the May board meeting