## Priority Goals

### Description/Detail
- **3.5M+ in cash/pledges/planned gifts by 12/31/2022**
- **Priority targets by 2020**

### Indicators/Targets
- At least 5 new board members by 2020
- Increase in the number of new leads
- At least 5 events per school year

### Leads
- **Short-Term Actions (Sept-Sept 2020)**
  - Develop plan for engaging PD members (donors, students, alumni, potential students, community members) in remaining design decisions around the building's interior and exterior environments. Identify what aspects are still flexible. Explore: Community Room & Event Space?
  - Continue to recruit Steering Committee members.
  - Establish a fiscus committee, chaired by Marcy. Plan onsite capital campaign launch event.

### Mid-Term Actions (Sept-Oct 2020)
- Establish PD members to lead capital campaign efforts.
- Develop and begin recruitment for a PD/LLM team.
- Develop a plan for engaging PD stakeholders (donors, students, alumni, potential students, community members) in remaining design decisions around the building's interior and exterior environments. Identify what aspects are still flexible. Explore: Community Room & Event Space?
- Continue to recruit Steering Committee members.
- Establish a fiscus committee, chaired by Marcy. Plan onsite capital campaign launch event.

### Long-Term Actions (1-3 years)
- Begin implementing capital campaign plan.
- Build leadership support.
- Maintain momentum and engagement across committees. Develop 6-month project timeline.