



## Junior Cohort Leadership Challenge

**Organization** Targeted Victory  
**Dates** October 7 – December 2, 2014

### The Problem

Fundraising is an art that is predicated upon strategic thinking, the ability to connect others to a noble purpose, and relationships. Over the next eight weeks, your challenge is to raise as much money as you can for a charity or cause of your choice. Using the resources and knowledge provided to you by Targeted Victory, a political fundraising group, you and your team of Fellows will choose a charity or cause, set a stretch yet realistic fundraising goal, and work throughout the semester to meet your goal.

### Parameters

A successful team will do the following:

1. Select a team of Fellows, working in teams of 4-6 of your choosing
2. Choose a cause that matters to you and your team
3. Set a fundraising goal for the duration of the challenge
4. Use strategies provided by Targeted Victory, Cramer & Associates, and other alumni and community partners to accomplish your goal

### Leadership Challenge Logistics

- Tuesday, October 7 Challenge Announcement in Columbus, OH at 6:30p.m. EST
- Thursday, October 16 “The Art of Fundraising” presentation featuring Michelle Cramer, President & CEO, Cramer & Associates
- Monday, November 10 & Tuesday, November 11 Mid-Challenge Check-in Presentations in Washington, D.C.
- Tuesday, December 2 Final Presentations in Columbus, OH at 6:30p.m. EST

### About Targeted Victory<sup>1</sup>

Capabilities. Uniquely Scalable. Completely Trackable. A Targeted Victory campaign is different. It's smart from the start, planned and directed with proprietary intelligence from every campaign we've worked on. It's measured, tracking exactly what's performing. And it's evolutionary, as we continuously steer the campaign towards the messaging and audiences that matter most.

### Learning Outcomes

Over the course of this leadership challenge, Fellows will:

1. Understand the work of Targeted Victory and other fundraising groups
2. Describe the strategies and process which lead to effective fundraising

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<sup>1</sup> Information retrieved from: <http://www.targetedvictory.com/>



3. Distinguish when more information is needed, and seek that information from the network and other resources available to you
4. Apply your knowledge of fundraising strategies to create and execute a plan to raise support for a cause or charity
5. Deliver a mid-point presentation to partners at Targeted Victory, outlining your process and results to that point
6. Select and organize your team to accomplish your goal, utilizing their strengths
7. Meet your fundraising goal

### Resources

Michael Beach, Co-Founder  
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