



# Campaign Planning Sprint

Strengthen your strategy. Refresh your skills.

Preparing for your next big campaign? Rethink it creatively with this day-long consulting intensive that delivers you a concrete plan steeped in nationwide best practices. Join TRG's team in the mountains of Colorado Springs, where you'll hone your skills and leave inspired for the work to come.

You'll walk away with a step-by-step Campaign Plan customized for your specific situation, which outlines what offer you'll send to which patrons at what time. The plan includes an ROI Tool that details the expected revenue from each channel, so you can make adjustments throughout the campaign. You'll also leave with a Best Practices Overview that you can revisit as you plan or take back as professional development for your staff. Built on TRG's experience with hundreds of clients, this overview compiles lessons learned from your peer organizations so you can replicate their success.

Let TRG help you boost your next campaign and expand your knowledge, so you can meet tomorrow's challenges in your market.

## IDEAL FOR...

Marketing or membership professionals who want to:

- Tackle ambitious revenue goals for their subscription, single ticket, membership, or annual fund campaigns
- Leverage a strong single ticket campaign into next year's subscription success
- Reverse a trend of declining campaign response
- Redirect a campaign mid-season to meet or exceed goals
- Build their own expertise and develop staff or organizational capabilities

## HOW DOES IT WORK?

TRG Arts staff will work with you to understand what you want to accomplish, so you can maximize outcomes with minimal prep work. Before you arrive, you'll send us two to three years of historical campaign data, so we have a foundation of understanding before your session.

Once you arrive, we'll spend the morning describing best practices in the field, giving you a strong context for the planning work. In the afternoon, you'll roll up your sleeves alongside our team to create a campaign plan built on the morning's session and tailored to your needs.

## THE BOTTOM LINE

TRG's Campaign Sprints have built-in accountability. You'll leave understanding the ROI you can expect if you follow the plan, with clear tools to measure whether you've achieved it. Even the most experienced professionals need time to grow and change with the market, and your investment in a Campaign Planning Sprint will help you strengthen both yourself and your campaigns.

## SUCCESS STORIES

After completing a TRG Campaign Planning Sprint...

- **Chicago Symphony Orchestra** generated a 71% new subscription net revenue increase. Read the full case study online at [bit.ly/TRGCSCase](http://bit.ly/TRGCSCase).
- **Annenberg Center for the Performing Arts** created a 26% jump in subscription revenue. Read the full case study online at [bit.ly/TRGAnnenberg](http://bit.ly/TRGAnnenberg).
- **The Repertory Theatre of St. Louis** generated a 65% one-year increase in new subscription revenue. Read the full case study online at [bit.ly/TRGSTLRep](http://bit.ly/TRGSTLRep).