

1) Initial Wine & Cheese Party

- **Develop a list of those you would invite to your first wine and cheese.** These should be your "insiders" your lowest hanging fruit. Those you want to be "in-the-know" on this project. Those who might have potential to be on your development board.

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- **Choose the best location for the Wine and Cheese** and book a potential date and time with your host.

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- **Decide on food, plates, glasses, napkins, etc.** Choose at least two wines, a red and a white. Nice, but inexpensive wines under \$25/bottle
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- **Begin creating a "development profile piece."** This can really be the merger of your two existing Bishop pieces, somewhat edited down. Catholic Media Partners can help with this, or do it for you, all depends on your budget. You need this piece to hand out at wine and cheese parties, and to given to other major donors you will meet with. Really, your content is there, it just needs to be tailored to your audience.

2) In-Person meetings

If you feel there are certain individuals that need a one-on-one meeting, lunch, or other specific situation in order to personally present and go over the scope of your project, begin making a list of those individuals. You will need your development piece for one of these meetings and you should pre-schedule this meeting, but do it as soon as possible.

3) Pre-Launch Budget

- **Estimate** how long it will take from this point to the purchase and launch of your station (I am guessing at least 9 months...).
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- **Create a budget** of needs for this time period. Some of this can be taken from your existing forecasted budget.

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- **Determine your short term needs** (outside of your purchase down payment).

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- **Decide** which benefactors should be approached about a gift or a no-interest loan.
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