

Capital Campaign Planning Committee Charter

Purpose

The Capital Campaign Planning Committee is the chief fundraising body for the campaign. This group will be actively engaged in developing and implementing strategy to cultivate, solicit and secure campaign gifts from the most critical prospects for the success of the campaign.

Responsibilities

- Engage campaign consultant
- Oversee an assessment of readiness for the campaign.
- Assess potential of donor base.
- Assess opportunities for new support.
- Establish branding, marketing and communications strategies for the campaign.
- Choose the campaign theme.
- Set the campaign expense budget.
- Set campaign fundraising goals and priorities.
- Set campaign policies and procedures.
- Create the campaign case statement and promotional materials.
- Develop naming and other donor recognition opportunities.

Time commitment

Estimate spending 2-8 hours per month attending committee meetings, meeting with individuals, emailing and telephoning, and attending campaign functions.

Staff support

The Capital Campaign Planning Committee will be supported by staff and contracted expert capital campaign counsel. Staff will supply technical assistance, resource information, and administrative support.