

CAMPAIGN LEADERSHIP ROLES & RESPONSIBILITIES

A capital campaign committee is a group of volunteers tasked with fundraising and relationship building for a significant, specific campaign. Campaign committee members leverage their personal and professional networks to expand the campaign's overall impact. While the size and scope of a capital campaign committee varies for each organization and campaign, core roles and responsibilities are similar:

COMMITTEE MEMBER

- Actively participate in achieving the vision and goals of the campaign
- Make a personal financial commitment to the campaign
- Attend regular committee meetings and participate in fundraising training
- Work with staff to strategize, cultivate, and solicit major donors
- Provide a list of personal potential prospects for cultivation and solicitation
- Volunteer for campaign activities and events
- Participate in reporting to the full board on campaign process

CAMPAIGN CHAIR OR CO-CHAIR

All of the above responsibilities, as well as:

- Lead the completion of the campaign, working with staff and other stakeholders to achieve milestones within projected timelines
- Contribute a leading major gift to spur campaign momentum and to inspire giving from others
- Serve as primary campaign spokesperson for the community
- Lead committee meetings and engage with staff between meetings

HONORARY CHAIR

Functioning as a symbolic leader, an honorary chair is someone of stature in the organization's community. Duties may include certain committee member functions as determined, in addition to:

- Receive recognition as Honorary Chair in campaign materials
- Facilitate connections to high profile prospects
- Attend key campaign events and media opportunities
- Promote the campaign in the broader community