

Capital Campaign Steering Committee Sample Job Description

Purpose

The Capital Campaign Steering Committee is the chief fundraising body for the campaign. This group will be actively engaged in developing and implementing strategy to cultivate and solicit the most critical prospects for the success of the campaign. With significant staff support, the Capital Campaign Steering Committee will be responsible for raising approximately 80% of the campaign goal.

Responsibilities

- Set a standard of personal philanthropic support that will inspire others to follow.
- Help structure a campaign plan that will have maximum appeal to donors.
- Provide timely and clear input, direction and approval to professional staff regarding all aspects of campaign planning, campaign policies, solicitation and recognition strategies.
- Provide advice and counsel to staff and serve as a sounding board for campaign activities and functions.
- Review and evaluate campaign progress and help develop campaign strategy as needed.
- Help identify, cultivate and solicit other prospective donors. Help review lists and brainstorm best strategies for specific prospects. Participate in many of the most important solicitations.
- Provide active involvement in thanking donors and helping to celebrate others' philanthropy.
- Be an ambassador for the capital campaign in the community by informing people about, and generating interest in, the campaign in an informal manner. Be willing to speak about the project and the campaign in various public forums, as appropriate.
- Help create widespread understanding of how the capital campaign will enhance and increase the impact our organization has on those we serve and the community
- Exemplify the highest levels of volunteer involvement, engagement, and support.

Time Commitment

Estimate spending and average of 5-8 hours per month on the campaign. This time will be spent in the following ways:

- Attending every other month campaign committee meetings
- Meeting individually with school leaders to strategize about specific prospects
- Making between 2-3 donor visits each month
- Email correspondence and telephone calls with staff, committee members and donors
- Attending campaign events as appropriate

Staff Support

The Capital Campaign Steering Committee will be supported by the chief Development Officer, the Executive Director and contracted expert capital campaign counsel. Staff will supply technical assistance, resource information, and administrative support. This will include preparing meeting and solicitation materials, tracking and communicating progress, and generating regular and timely reports.



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