



Pre-Campaign Job Descriptions

Steering Committee

This committee directs all activities of the campaign. The committee is composed of 10 to 12 area leaders who will be instrumental in providing input on the foundation for a successful capital campaign. The committee helps assure the success of the campaign by overseeing all committees. Monthly meetings are held over approximately 12 to 18 months or until the goal is met. Steering Committee members will eventually solicit three to five potential donors with another team member.

Building Committee

This committee is typically composed of 6 to 8 key stakeholders who have had experience in design, construction and management of large facilities. They will assess the current designs, provide input on the final design. This committee begins in summer 2024 and would operate through spring to provide a finalized plan to use in campaign solicitation materials with meetings as are necessary.

Leadership Development Committee

The Leadership Development Committee is composed of 8 to 10 individuals who have a commitment to the project or community and who are interested in the benefits of the mission and project. These individuals will be knowledgeable about the business, philanthropic and social relationships which exist within the area. The committee ensures the success of the campaign by identifying and recruiting the topmost echelon of campaign volunteer leadership for the campaign co-chairs. This committee meets three times to help identify and recruit the general campaign co-chairs.

Case Statement Committee

The Case Statement Committee requires the assistance of individuals who are knowledgeable about the scope and mission of the campaign. This group ensures the success of the campaign by providing input for consultants to develop a strong and compelling campaign rationale and FAQ, as well as answer key questions regarding the campaign and fundraising plan. This committee also tests or validates the case statement. This group of approximately 12 to 14 people who will meet approximately four to six times to help provide feedback on the case statement development and validate the case statement with key donors.

Communications Committee

The Communications Committee enlists 8 to 12 people who are knowledgeable about branding, communications, marketing and media. They enhance the effectiveness of the campaign by helping provide input for the promotional elements, assisting in raising awareness of the project, providing information to the area about the project and help provide input on coordinating a large campaign Launch event. This committee will meet every month for 8 to 12 months to provide input on materials, provide feedback on materials and plan the event. Meetings will last one hour and would be held in person or via Zoom.

Prospect Development Committee

The Prospect Committee enlists 6 to 10 area donors and volunteers who are knowledgeable about the Chippewa Valley and philanthropic endeavors. The group helps make suggestions on potential area donors who may be interested in supporting the campaign and will help match potential solicitors to donors where able. This committee meets for four to five meetings over the course of the campaign.