



Pre-Campaign Job Descriptions

Steering Committee

This committee oversees all campaign activities. 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 months or until the goal is met. Steering Committee members will eventually solicit three to five potential donors with another team member.

Leadership Development Committee

The Leadership Development Committee is composed of 8 to 10 individuals who have a commitment to the project or community and are interested in the benefits of the mission and its objectives. These individuals will be knowledgeable about the business, philanthropic, and social relationships that exist within the area. The committee ensures the campaign's success by identifying and recruiting the top echelon of 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 is comprised of 12 to 16 individuals who are interested in the scope and mission of the campaign. This group ensures the campaign's success by providing input to develop a strong and compelling rationale and FAQ, as well as addressing key questions regarding the campaign and fundraising plan. This committee also tests or validates the case statement. This group 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 comprises 10 to 12 individuals knowledgeable in branding, communications, marketing, and media. They enhance the effectiveness of the campaign by providing input for promotional elements, assisting in raising awareness of the project, sharing information with the local area about the project, and contributing to the coordination of a significant campaign Launch event. This committee will meet monthly for 8 to 12 months to provide input on materials, offer feedback on materials, and plan the event.

Prospect Development Committee

The Prospect Committee enlists 6 to 10 area donors and volunteers who are knowledgeable about La Crosse 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 with donors where possible. This committee typically meets four to five times over the course of the campaign.