

### **ABC Organization Campaign Steering Committee**

The *ABC Organization Campaign* steering committee will have primary responsibility for the success of the campaign. The *ABC Organization Campaign* steering committee will function as a sounding board for the leaders and staff during the planning phase of the campaign. The committee will help structure and will implement the organizational plan of the campaign and monitor campaign progress. Appropriate training and solicitation materials will be provided.

The *ABC Organization Campaign* steering committee will be staffed by the vice president for development.

### **Responsibilities**

- ◆ Make a gift to the campaign commensurate with a campaign leadership position demonstrating belief in the project and commitment to ABC.
- ◆ Assist with the planning process for the *ABC Organization Campaign*.
- ◆ Assist with the identification and recruitment of other potential *ABC Organization Campaign* steering committee members.
- ◆ Assist in the identification, rating, and strategy development for selected prospective donors.
- ◆ Monitor and evaluate campaign progress. Assist with ongoing strategy development as needed.
- ◆ Report to the rest of the committee on the progress of assignments undertaken on behalf of the campaign.
- ◆ Attend campaign functions and special events as time permits.
- ◆ Serve as spokespersons for the campaign as schedule and time permits.
- ◆ Attend committee meetings, approximately quarterly.
- ◆ Two to three personal cultivation/solicitation calls per quarter.

## **ABC Organization Campaign Steering Committee**

### **Membership**

- ◆ Members of the *ABC Organization Campaign* steering committee will be recruited by members of the ABC board and the campaign chair/co-chairs.
- ◆ The *ABC Organization Campaign* steering committee should include:
  - Highly influential members of the Columbus community, including Franklin, Delaware, and Fairfield counties, and beyond.
  - Columbus business leaders.
  - Members of the ABC Board of Directors.
  - Representatives of ABC's future (i.e., current/recent beneficiaries of ABC's services and their families, new and/or emerging community and business leaders throughout the service area).
- ◆ Members of the *ABC Organization Campaign* steering committee should be:
  - Fully committed to ABC Organization, the campaign plan, and goals.
  - Willing and able to make a personal gift at a level commensurate with a campaign for \$25 million and appropriate for a leadership position demonstrating belief in the project and commitment to ABC.
  - Capable of actively participating in the campaign as donors, promoters, and gift solicitors.

## **The ABC Organization Campaign Steering Committee**

### **The Campaign Chair/Co-Chairs**

The campaign chair/co-chairs will provide overall leadership and direction to the *ABC Organization Campaign* steering committee throughout the life of the campaign. The chair/co-chairs will review campaign strategies, structures, policies, organizational issues, and provide overall leadership to the committee in exercising its responsibilities to identify, cultivate, and solicit campaign prospects. The campaign chair/co-chairs will work closely with ABC leadership and with the vice president for development, who will staff the work of the chair/co-chairs and the committee.

#### ***Responsibilities:***

- ◆ Willing and able to make a personal gift at a level commensurate with a campaign for \$25 million and appropriate for a leadership position.
- ◆ Enlist additional members of the *ABC Organization Campaign* steering committee.
- ◆ Assure the solicitation of all members of the *ABC Organization Campaign* steering committee and ABC board members.
- ◆ Assist in the identification, cultivation, and solicitation of nucleus fund and leadership gift prospects.
- ◆ Preside at meetings or conference calls of the *ABC Organization Campaign* steering committee.
- ◆ Serve as spokespersons for the campaign.
- ◆ Participate in campaign events.

## **The ABC Organization Campaign Steering Committee**

### **Campaign Vice Chairs**

- ◆ Serve as members of the *ABC Organization Campaign* steering committee.
- ◆ Chair subcommittees for specific campaign phases, projects, or prospect constituencies.

### **Campaign Subcommittees**

- ◆ Campaign subcommittees will be established, and job descriptions developed, as needed and requested by the *ABC Organization Campaign* steering committee.
- ◆ Subcommittees to be established early in the campaign may include:
  - Leadership Gifts Committee: Responsible for solicitation of gifts of \$100,000 to \$500,000.
  - Corporate/Foundation Committee: Responsible for the solicitation of corporations and foundations for gifts of \$100,000 to \$500,000.
  - Employee Committee: Responsible for the solicitation of gifts from employees of ABC Organization.
  - Major Gifts Committee: Responsible for solicitation of gifts of \$25,000 to \$100,000.
  - Events Committee: Responsible for working with staff to plan and carry out all campaign-related cultivation, education, and stewardship events.