

Role of the Chair of the Major Gifts Campaign Committee

1. **Recruit Your Team:** Manage the recruitment and training of fundraising solicitors based on identifying the best match between solicitor and potential prospects. Choose solicitors who are peers of your prospects and, if possible, who know multiple prospects.
2. **Set A Campaign Schedule:** With input from your team and the organization create an overall campaign calendar and action plan.
3. **Evaluate Prospects:** Manage prospect research and evaluation of each prospect's fundraising potential.
4. **Develop Individual Cultivation Plans:** Help each solicitor develop a cultivation plan for each prospect that outlines action items, deadlines and progress.
5. **Manage and Participate in Special Events:** In conjunction with staff, help coordinate and participate in special cultivation events for prospects such as presentations, tours, dinners, etc.
6. **Ensure Recognition:** Develop procedures to thank prospects, donors and solicitors at each step of the process. Create named gifts as well as methods to recognize all donors. Organize acknowledgement events for solicitors at end of campaign.
7. **Assess Progress:** Create reporting template for each solicitor that will feed into your regular campaign report which will assess progress and determine future actions.
8. **Report to Board:** Provide the board with an update of progress on a regular basis.