



## Pre-Campaign Job Descriptions

### Steering Committee

This committee directs all activities of the campaign. The committee is composed of eight to 10 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. Meetings would tentatively begin in early 2023 in person in La Crosse.

### Leadership Development Committee

The Leadership Development Committee is composed of four to six individuals who have a commitment to La Crosse 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 and would meet in early 2023.

### 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 five times to help provide feedback on the case statement development and validate the case statement with key donors; meetings will last one hour and would begin in early 2023.

### Communications Committee

The Communications Committee enlists 10 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 10 months to provide input on materials, provide feedback on materials and plan the public launch event. Meetings will last one hour.

### Finance Committee

Members of the Finance Committee support the capital campaign process by reviewing financial materials for the project and providing input on fiduciary aspects of the organization or capital project. Members of this committee typically work on banking, accounting or financial management for a corporation or business. Members review financial materials and provide direction on which elements should be included into the Case for Support or other campaign documents to provide the best picture of the project and the organization itself. This committee reviews and provides input on the business plan for the proposed project. The Committee meets approximately four times to review and comment on materials.