



I've been asked to serve as a volunteer for our chapter fundraising campaign – what are my responsibilities?

We get asked that question often by individuals that are invited to serve on a campaign committee for their chapter or other charities in their communities. The answer is simple. The ideal committee member:

1. Makes an individual “sacrificial” financial pledge to the campaign. To build momentum and set an example, a steering committee member should make his financial commitment before soliciting others.
2. Participates in the implementation of the campaign plan. The steering committee continually measures progress against the plan and revises it as needed.
3. Identifies and enlists other chapter brothers to serve as volunteers and contributors.
4. Participates in evaluation and rating sessions to assess the potential of prospects for participating in the campaign with their time and financial resources.
5. Identifies, cultivates, and solicits prospects for the campaign funding initiatives.
6. Attends steering committee meetings, the kickoff event(s), and the victory celebration!

The other question frequently asked is: Why should we hire campaign fundraising counsel to help us raise money? The simple answer is that raising money is a fulltime job, and most volunteers are already juggling a job, family, and other commitments. The major role of campaign counsel is to develop an overall strategy at the beginning of the campaign to maximize its success, develop a campaign plan that includes the leadership, organization, timeline, and campaign job descriptions, and to provide coaching for campaign leadership and other volunteers in cultivating, soliciting, and stewarding donors. It is truly a fulltime job!

Do you have other questions about fundraising campaigns or specifically about raising money for your chapter? Fundraising successful campaigns require time, expertise, and organization, so if you are thinking about a renovation or rebuild in the next several years, it is not too soon to contact us to discuss your project or get other questions answered.

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