



Board Member Roles and Responsibilities During a Capital Campaign

As a board of director for the organization, both collectively and personally, this capital campaign belongs to you and no one else.

In a capital campaign board members will make the organization a priority:

1. I will not take on any major *new* volunteer roles for other organizations. Consider how to pare down current obligations and be accessible to the campaign.
2. I will review my philanthropic planning for 2014, 2015 and perhaps beyond, as well as my calendars for those years.
3. I will consider what role I could and would like to play in the campaign. Every board member will be responsible for some part of the campaign and will be engaged in identifying and enlisting campaign committee members.
4. I will review my list of contacts – friends, neighbors, business associates – and consider carefully which of them will be given the opportunity to learn more about the organization and to participate in the campaign and to actively engage them within the campaign in a meaningful way.
5. I will review and approve the capital campaign plan as recommended by the capital campaign planning committee.
6. I will make a “stretch” gift to the campaign. Board members will all support the Annual Fund campaign each year in addition to supporting the capital campaign. **All** board members will participate financially in the campaign – to the best of their ability. The board will be the first to give. It is essential that other donors see 100 percent participation of the board. It shows them that the board has the utmost faith, confidence and enthusiasm for the organization.
7. I will ensure that contributions are used well and according to donor intent.
8. I will be an *advocate* for the organization, to the best of my ability, in the local and the wider community. My key role in this effort will be expanding the organization’s influence and exposure throughout the community. There are many ways that can be accomplished:
 - Secure the sponsorship of a community group.
 - Recruit a speaker, host or sponsor for a special event.
 - Arrange tours of the organization for interested individuals, corporations, foundations or others.
 - Host an event at your home, place of business or community organization.



Development Consulting Solutions

- Endorse a solicitation made by the campaign leaders, either by phone or by letter.
- Set aside at least 20-30 minutes weekly to plan how to help the organization's campaign.
- Thank donors and stay in touch keeping them informed of the project plans.
- Evaluate the success of the campaign to determine strengths, areas of improvement and effectiveness of board policies and decisions.

9. I will equip myself to take on these roles and responsibilities. To that end, I will accomplish the following:

- Read **all** materials given to me about the organization and the campaign. Members of the organization's community – donors, clients, friends, neighbors, etc. – will turn to the members of the board for guidance and information.
- Participate in training provided by the organization and fundraising consultant on how to be an effective solicitor and communicator for the campaign.

10. In support of the work of the board, the *Veterans Transition House* will commit to the following:

- Board members will not be asked to participate in solicitation meetings unless they have been trained and are comfortable in that role.
- The organization will provide board members with timely financial information on the status of fundraising activities.
- The organization will provide board members who agree to participate in solicitation and/or cultivation meetings with complete information on the campaign, the prospect and the organization.
- The organization staff and the campaign consultant will be responsive to questions and ideas posed by board members.

I, (print name) _____, do hereby pledge to implement and support these responsibilities and expectations as a board member in a capital campaign for the organization to the best of my abilities and circumstances.

(Signed) _____

(Date) _____