



## Capital Campaign Chairman

### Job Description

The Chair of our capital campaign is a key volunteer leadership/board position that drives the efforts to raise initial funding for Indigo Acres, a new property on which a brick and mortar facility will be developed. *This position will receive heavy support from the Board President, Executive Director and full Board of Directors.*

The Campaign Chair is responsible for the following tasks:

**Forming a Campaign Committee:** With support of the Volunteer Chairman and the full board, the Campaign Chair's first major responsibility is to recruit a Campaign Committee consisting of board members, volunteers, donors and community supporters of animal welfare

**Coordinating Committee Activities:** The Campaign Chair is responsible for calling and running meetings (in person or via Zoom) of the Campaign Committee, enlisting additional volunteers in the campaign efforts (as needed, with the help of the Volunteer Chairman), ensuring that decisions and proposed actions are reported to the committee and reporting the Committee activities to the Board of Directors

**Creating & Executing the Capital Campaign Plan:** In concert with the full board, the campaign chair has overall responsibility for creating and executing the campaign plan and functions as the campaign's chief operating officer, with the support of board, staff and volunteers. Their primary function is to coordinate all fundraising efforts for the capital campaign, including:

- Developing an overall strategy to attain the goal of \$1 million (*less than \$600,000 remains of that goal*) In other words, break the effort into bite-sized strategies then coordinate, monitor and track those strategies as performed by other volunteers, staff and leadership
- Overseeing individual donor, business and foundation solicitation--ensuring that efforts are not duplicated and that we know who has contacted each prospect, when they were contacted and the results of that contact
- Ensuring all capital campaign donors and supporters are appropriately documented and recognized
- Identifying potential fundraising events and efforts to fit into the overall strategy of the campaign, monitoring those events and tracking those results
- Ensuring that all capital campaign fundraising does not interfere or conflict with current annual support or fundraising by Indigo Rescue

**Overseeing and managing content for the capital campaign web presence:** With support of the Communications Committee Chair, develop and manage campaign pages on IndigoRescue.org and social media outlets

**Acting as Campaign spokesperson:** In partnership with the Board President, act as one of the public spokespersons for the campaign, arranging and/or making statements in the media and urging participation on the part of prospective donors

**Accountability:**

The Chair reports to the President of the Board of Directors. Major decisions about the campaign plan must be approved by the full board.

**Estimated time commitment:**

This position will terminate upon reaching the proposed goal, and will then revert to an at-large position on the Indigo Board of Directors. Time required during the campaign will vary depending on the timing of special events, but we estimate a minimum time investment (including monthly board meetings) of 6-10 hours per week.

11/2024