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DRAFT

Proposed Agenda
And Suggested Speakers
Board Member Reception
Cullman Regional Medical Center



- | | | |
|------|--|-----------------|
| I. | Welcome and Introduction | Steve Glasscock |
| II. | Project Review and Reasons for Project | Jim Weidner |
| III. | Video Presentation | Video |
| IV. | Campaign Overview | Del Brock |
| V. | Request for Participation | Clint Frey |
| VI. | Closing/Conclusions/Q and A | Group |

DETAILED AGENDA

Board Reception

I. Welcome and Introduction (5 Minutes) By: Steve Glasscock

Steve's role will be to welcome everyone to the reception, thank them for attending, and transition the event from a social occasion to a more business function. It is important that Steve is able to make this transition before introducing Jim Weidner and moving the meeting into a more targeted presentation regarding the building plans and the capital campaign. In essence, this person needs to "settle" everyone down and get the attention focused on the speakers. After his "introduction" of Jim, then ...

II. Project Review and Reasons for the Projects (5 Minutes) Jim Weidner

This is Jim's chance to "preach to the choir" for a few minutes. This presentation is about vision – the vision of what CRMC will be when this project is completed. He can address how the community will be better, the hospital will be better and how important the success of this building project will be.

Jim also needs to touch on the finances of the project. This shouldn't be a detailed presentation on the finer points of bond financing and hospital economics, but instead an overview of why, financially speaking, the hospital needs to take the unprecedented step of a major fundraising campaign.

This financial talk can naturally lead into the campaign and the need to raise \$3,500,000 to \$5,000,000, which provides a perfect segue into the campaign video.

III. Video Presentation (15 Minutes)

Show the video presentation.

(Jim should, at the conclusion of the video, ask if there are any questions/comments BUT should be careful not to usurp the later speakers OR spend too much time at this point answering questions. There will be a full Q and A at the end.)

IV. Campaign Overview (5 Minutes) By: Del Brock

By this point, the "case" should have been presented (via video/speakers) and, hopefully, the board members should understand and accept why CRMC is launching this campaign.

Del should take a minute and acknowledge the capital campaign cabinet, including staff. Have them stand up and acknowledge their hard work to date – including the brochure

and campaign video. This is important for something that will happen later in the presentation.

The job here is to explain how this campaign will unfold, and why the board members' support is so crucial to the ultimate success of the campaign. Paramount in his presentation must be the realization of the timing of the gifts, not just the amount. In other words, not only do we want the board members to make the largest gifts they can, we want them to make their decisions as quickly as possible to ensure momentum for later parts of the campaign. Using the upcoming meetings with City and County elected officials, and the importance of board support prior to then, can be used to create a "sense of urgency" on the part of the board members.

The presentation is fairly simple, yet it is important to cover, clearly, the process for the campaign. First, emphasize that this is a campaign, not a collection. We're asking all prospects – from board members, to employees, to physicians, to volunteers, to corporations, foundations, individuals as well as the city and the county – to consider meaningful, multi-year gift intentions. A challenging goal like this one requires thoughtful consideration and multi-year gifts. This isn't about writing a one-time check, but about making a commitment to the future of healthcare in this region.

Then focus on the process of the campaign. Explain that the board members are the leaders of the hospital – the hospital's "face" to the community. They are the only people who have been given the ability to VOTE on whether to do a campaign or not. As such, it's only fair that they be asked to "go first" with their own, personal giving to the campaign. The campaign cabinet feels so strongly about this, that the cabinet knew that it would have to make it's own gifts first, and have done so, and then we should announce the total given by the cabinet and related entities. The TEN members of the cabinet have given a total of \$178,100 – **an average gift of OVER \$17,000 per cabinet member.**

Del should then continue by explaining that after the board campaign is launched, an employee campaign will be launched. It's going to be very important to be able to show strong support from the board in this employee campaign. We're optimistic about the employee campaign, provided the board is demonstrating leadership giving.

Following the board and employee campaigns, we'll launch the physician portion of the campaign along with an effort to attract support from the volunteers at the hospital.

Once this is complete, probably in June, we'll ask the City of Cullman and Cullman County governments to consider very, very sizable gifts to help launch the community part of the campaign. That's why having our family – board, employees, volunteers and physicians – already supporting the campaign is so important.

While this is going on, we'll also be building our campaign leadership committee from the community. This community committee will then work with hospital leaders to attract support from prospects throughout the community – corporations, foundations,

businesses and individuals – with gifts ranging from the very large (six and seven figures to smaller, but equally important, gifts).

VI. Request for Participation/Response (15 Minutes) By: Clint Frey

The job here is “the ask”. He should again thank them for attending, and acknowledge that by attending they saved the cabinet members the effort of personally visiting them and asking them privately to support the campaign!

He should play up how challenging a \$3.5 - \$5 million goal is, but also how important, and beneficial, success in this campaign will be.

BEFORE passing out the brochure packets, Clint should walk the group through what they will receive in the packet. Take out the brochure, and show it to them and explain that it is designed as a “solicitation piece”. Then explain that on the back inside cover (show it to them) there are a series of “gift plans”.

This page is where he can do some very important “sight raising” for the board members. He should focus his comments **only** on the top three or four gift plans, ignoring all the other (lower) gifts plans at this time. He can show board members how the chart works, including the name of the gift plan, how the gifts are broken down into five year gift plans, and what the naming opportunities are. Particular attention can be paid to the five-year gift plan as a way of diminishing the likelihood of “one-time, cash” gifts.

A good pre-emptive strategy can also be to share with the board members how important their gift is to building momentum early in a campaign. As such, while we don’t want anyone making a gift they have little or no intention of fulfilling, the reality is also that ultra-conservative board gifts where board members make only one-year gifts with a promise to “look at the situation next year” or where they aren’t “sure about the future” are not as valuable NOW as fundraising tools. Again, we don’t want to take bogus gift intentions, but realistically we’d rather have to write off a good-faith gift at the end of the campaign that not be able to count a legitimate gift early in the campaign.

Once he has gone through the brochure, he can ask a rhetorical question if he’d like, “what do they want me to give?”, and then answer it with, “we’d never even think to tell you want to give.” He needs to emphasize that there is no “expectation” or “demand” for a gift. We know that we’ll need gifts of all sorts of different levels (that’s why it is so important to spell this out when going through the brochure).

He should then draw attention to the **letter** that came with the brochure. Hold up a copy. Explain that there is a paragraph that asks them to consider a gift plan that corresponds to the insert in the brochure. EMPHASIZE this is not “telling them what to give” or anything other than a recognition that this campaign will require a wide-variety of gifts and we’d simply like each board member to do their very best financially to have the campaign get off to a fast start.

One of the most frequent questions is: is this a personal or business gift? The answer is that if the board member is an owner of the company, then it is considered a combined personal/business gift. Use an example of someone on the cabinet who owns a business and who's gift is a combined business and personal gift. If, however, the individual works for a company, then the request is a personal gift and the campaign may make a separate ask for the company. **IT IS IMPORTANT TO SPELL THIS OUT.**

Then he can tell them there IS one “expectation”. We'd like them to complete their gift card by **May 1, 2007** and return it to the Foundation office. That way we can use that momentum to launch the employee campaign.

He should stress that this is just a request ... that's all. Yet with any request, the courtesy of an answer is anticipated.

We also realize people may have questions, or need additional information. As such, if they would like a member of the cabinet call to answer questions and provide additional information, they do NOT have to do ANYTHING. If they know all they need to know – even if they are NOT going to make a gift – then they should complete their gift card and return it. Once returned, cabinet members will not call to secure their decision and answer questions.

He can finish with a general “call to action”, emphasizing how important the role of the board is in this campaign and how much we need them to support it, and support it now.

V. Closing/Conclusion/Q and A (5 Minutes)

All Speakers

At this point, someone should bring the meeting to a close by thanking everyone for attending and asking for questions. He needs to tightly control the length. He does not have to answer all of the questions by himself but will also be assisted by other speakers and cabinet members.

The emphasis should be that all we want are answers. By completing and returning the gift card, no one will call to follow-up. If they don't return the gift card – whether they make a gift or not – we assume they have questions and will call.

Have fun with it!