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## **Qualifications of Campaign Leadership**

Campaigns succeed on both the quantity and quality of leaders recruited to the campaign committee(s). A common mistake made in a lot of campaigns is that the focus is on one or two “perfect” leaders instead of working to recruit a significant number of community leaders that represent a wide cross-section of the community. As such, the following is a list of some of the attributes of good community leaders.

Well-respected in the community

Committed to the hospital, its mission, its goals.

Willing to be financially supportive, in an amount that is considered a leadership gift.

Knowledgeable about the community, willing to open doors effectively.

A team player ... willing to work within the fundraising plan