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Role of Hospital and Foundation Board Members

Hospital and Foundation board members, along with key administrative staff, will need to serve as the initial committee members for the campaign committees. The objective is to have every board member/senior administrator serve on at least one of the following committees. In certain cases, board members may be asked to serve on more than one committee.

Frequency of each committee meeting is dependent on the committee, the timeline of the campaign, and exactly what is going to be accomplished. Ideally, each meeting will last no more than 60 minutes with a tightly controlled agenda. While some time needs to be allotted for the committee meetings, the reality is that most of the time donated by board members and senior administrators will be spent outside the meetings, focused instead on specific, time-sensitive tasks.

The primary campaign committees include:

Cabinet. The primary management group for the campaign, this committee will meet frequently in the initial part of the campaign and be responsible for such critical functions as approving the case statement, video production, brochure approval, etc. As the campaign progresses, this committee will meet less frequently. Ideally, this committee will have 6 – 8 board members/administrators on it.

Physician Committee. This committee should be the primary leadership group for the physician campaign. While additional medical staff will be added, as possible, to this committee, board members can still serve as important conduits to the medical community, helping to recruit physicians to the committee and securing critical early support of the medical community.

City/County Committee. The City and County will be key prospects in this campaign. A committee, probably of limited size and duration, will be recruited to assist in the political approach to these governmental organizations. Once a financial decision is made by each entity, this campaign will disband.

Employee Committee. The employee committee will consist of employees of CRMC and their responsibility will be to develop the strategy for approaching all the employees of CRMC for support. Their primary responsibility will be to create incentives for the employee campaign, and monitor its progress.

Industry and Business Committee. This committee's primary focus will be on soliciting support from the area's business and industries. It will start with board and staff and then add key business leaders from throughout the county as a conduit to reaching new business and industry.

Community Committee. The community committee will focus on the "smaller" donors, seeking gifts under \$10,000 and other "participation" gifts that will be forthcoming through special events and activities. This committee will focus on a lot of donor acquisition and community participation.

Prospect Identification and Rating Committee. Early in the campaign, a group of key leaders will meet periodically to identify and rate various prospects throughout the community. This committee will then share their ideas with the other key committees as a way of helping those committees to solicit at the right level. It is envisioned that no board member would sit on this committee exclusively and that all members of this committee would also serve on other committees.

“Chase The Decision” Committee. This is the committee that is responsible for securing decisions from outstanding prospects that haven’t made a decision despite having weeks or months to decide. This committee will also serve as the pledge redemption committee – following up where necessary to make sure the pledges are redeemed.

Campaign Chair or Co-Chairs. If the perfect leader(s) are available, then a chair or co-chairs can be recruited. The key isn’t to focus so much attention on one or two key leaders that the campaign loses sight of the importance of all the rest of the committees and leaders. It’s unlikely that one or two people will “make or break” the campaign. Many campaigns succeed without chair(s) by using good committee structure and great committee members.