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**For more information on Capital Quest please see contact information below:**



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Consultants Serving Philanthropy Nationally  
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January, 2008

Name  
Address  
City, State Zip

Dear Name,

Thank you for meeting to discuss "*The Golden Window Campaign*" to re-develop the Emergency Department at CRMC. There is little question that enhancing the emergency services available to the people of this area is the hospital's highest priority and the one that will have the most dramatic impact on the most people in our service area.

Raising \$5,000,000 will not be easy, even when we've already raised over \$1,800,000 from just CRMC's board members, employees, physicians, and the city and county. The community will succeed in this campaign only if people from throughout the area invest their time, effort and financial resources in its success.

Our request to you is incredibly important. We'd like you to join with our leaders in our area by serving on the Major Gifts/Leadership Gifts Committee. This may be unlike any committee you've likely been on. The campaign is structured to minimize the amount of time spent in "committee meetings". We'll likely have only four or five meetings, spread over a period of about six months. Our first meeting of the Major Gifts/Leadership Gifts Committee is tentatively set for <date> at <location>.

There are simply three things we'd like you to do for the campaign. First, we'd like you to agree to the use of your name as a campaign leader. Second, we'd like your help in opening doors to key people to help share the details of the project and campaign. We are not asking you to be a fundraiser, merely to help us gain credible access to key people in our community.

Finally, you will find enclosed the "*The Golden Window Campaign*" brochure outlining the changes and improvements that are planned for emergency and related cardiac services. The inside back cover of this brochure outlines various giving opportunities. We're asking all donors to the project to consider a five-year gift intention to this campaign.

As you review the giving options, we'd respectfully ask <you/family/name of company/foundation to consider the GIFT PLAN NAME. We acknowledge the challenge of this gift plan, and appreciate your consideration of it. Regardless of which Gift Plan you choose, know that your support is deeply appreciated and will help make emergency services in this county the best they can be.

Your support of this campaign, financially as well as with your personal leadership, is very important to making sure that people in this area have access to the best possible emergency care when that need arises. Your consideration of this request is sincerely appreciated.

Sincerely,

Co-Chair

Co-Chair

Co-Chair

