



The following document is a sample from a real campaign directed by Capital Quest. Permission is hereby granted for printing this document for the limited purpose of education and training of board members and community/campaign leaders. It is copyrighted material.

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Since 1992**

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Campaign Themes

Usually three to five words that summarize the VISION of the campaign, focusing on the benefits of to the community of a successful campaign.

Examples

A Better Way To Treat People
A Partnership For Compassionate Care
A Reason To Be Proud
Aggressive Treatment, Sensitive Care
Because We Care
Better Health Begins Here
Building For The Future
Building For The Future, Commitment For The Future
Building On Excellence
Building On Tradition – A Vision For The Future
Building Our Future – Your Health, Our Community
Care You Need. Right Here. Right Now
Care You Need... In The City You Live.
Caring Neighbors Since 19XX
Complete The Dream
Continue The Vision (Mission)
Devoted To The Spirit Of Caring
Discover The Randolph Difference
Dream, Dare, Live
Experience, The Difference
Faces You Know..The People You Trust
For Our Kids, And For Their Kids.
Give Today – Secure Tomorrow
Giving – Because We Care
Giving Is Great Medicine
Giving To Help Others...Helping Others To Give
Going To A Higher Level
Golden Hour Campaign
Here At Home
Here For You, Your Family, Your Community
Here For Your Health
Leading Hospital. Trusted Care
Life – Is Worth Giving
Life Goes On
Lighting The Path With Compassion And Care
Medicine Is Our Business
Neighbors You Can Count On
Not Your Ordinary Community Hospital
Our Commitment To Help And Hope
Our Shared Investment
Power Of Healing, The Power Of Giving
Protect The Future
Providing Healthy Futures
Quality Care, Close To Home
Right Where You Need Us
Special Care In The Heart Of Our Community
Spirit To Innovate, The Heart To Heal
Sustain The Spirit
Touching Your Life
We Hear. We Heal. We Care
We're In This Together