



WAUKESHA PUBLIC LIBRARY

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Bruce Gay, Library Director
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May 6, 2021

To: Ad Hoc Funding Committee of the Board of Trustees
From: Bruce Gay
Re: Further thoughts on organizing the capital campaign

Based on further research I believe an effective way to manage the campaign would be through identifying a single Campaign Chair and one or more Honorary Campaign Chairs. The Campaign Chair would be directly involved in the campaign and its progress, including campaign strategies, progress, and working with the campaign consultant and Library Director. The Honorary Campaign Chair would be a public face of the campaign, helping garner support from the larger community but not required to do administrative work for the campaign.

Some further description of the roles:

Role of the Campaign Chair

The Campaign Chair presides over campaign committee meetings. The chair works with the Library Director to coordinate the campaign. The Chair assists with identification of possible donors and on occasion solicits contributions. The Chair should be fully committed to the Library and the goals of the campaign. He or she will assist with finalizing the campaign plan. The Campaign Chair reviews and evaluate campaign progress and help develop campaign strategy as needed. The Chair runs all Cabinet meetings and is instrumental in making campaign decisions along with the Library Director, staff, and campaign consultant.

The Campaign Chair can estimate spending an average of 5 hours per month on the campaign.

Role of the Honorary Campaign Chair(s)

The Honorary Campaign Chair serves as a public face of the capital campaign. He or she makes a significant gift to the campaign, preferably at a leadership level. The Honorary Chair helps identify other key members of the campaign committee This person helps identify, cultivate, and solicit prospective donors. The Honorary Chair may speak about the project and campaign in various public forums and may appear at and preside over some campaign functions and special events. An Honorary Chair lends his or her name to the campaign, makes a campaign gift, and should participate in some high-level solicitations. The Honorary Campaign Chair can estimate spending an average of 3 hours per month on the campaign.