

RESPONSIBILITIES OF THE CAMPAIGN MANAGER

The responsibility of the JPL&P Campaign Manager is to ensure a successful campaign for the organization and win friends for the cause. This involves an unrelenting commitment of time, energy, and skill.

Leaders of the organization evaluate the Campaign Manager on a regular basis to make certain that progress is being made as planned and scheduled. We have a special form we developed to make this assessment.

Obviously, every campaign varies in its needs and challenges but what follow are the typical major responsibilities of the firm's Manager.

1. Develop an overall, written plan for the campaign in conjunction with a Partner of the firm.
2. Determine the proper strategy and design a time-phased plan which will evolve into a campaign calendar.
3. Develop all communication materials for information and cultivation of the various constituencies of the organization.
4. Determine, with you and your key people, the final, overall campaign organization.
5. Identify and recruit the strongest Campaign Cabinet and Advisory Board possible. These are two distinct groups, each with their own function.
6. Determine and help in the enlistment of the most effective chairperson possible.
7. Prepare Job Descriptions for all campaign volunteers at all levels.
8. Develop the necessary collateral campaign material: pledge cards, Letters of Intent, and all other material necessary for the solicitation program.
9. Search for foundation sources and prepare all necessary proposals.
10. Prepare proposals and Letters of Request for all prospective donors.
11. Search and prepare an extensive prospect list.
12. Evaluate and segment the prospect list so that the levels of giving are appropriately placed.



13. Develop the very best strategies for all major gift prospects.
14. Enlist and train all leaders and workers who will be making solicitation calls.
15. Develop the campaign plan, organization, and structure with the best design possible for effective one-on-one solicitation.
16. Create and recommend an appropriate donor recognition program.
17. Develop dramatic campaign material and all necessary collateral pieces in order to reach most effectively each segment of the organization's giving constituencies.
18. Prepare effective letters of appreciation for donors.
19. Advise on procedures, receipting, and acknowledging gifts.
20. Develop agendas and prepare leadership for campaign meetings.
21. Coordinate the effort and energy of all campaign leaders.
22. Monitor on a regular basis the progress and status of the campaign program to assure effectiveness and schedule-maintenance.
23. Report on a weekly basis all activities of the campaign— its progress, standards of giving, and schedule status.
24. Assure the focus and direction of the campaign— and make certain that leaders are properly motivated.
25. Only where appropriate and desirable, assist in the solicitation of selective prospects.
26. Provide an unrelenting vigilance to ensure that the pace of the campaign is maintained.
27. Chronicle a Campaign Notebook (what we call *The Red Book*) that documents all activities of the campaign and all material. This is left with the Client.
28. Provide a comprehensive Final Report which capitalizes the key elements of the campaign and advises on necessary steps for continuing work and follow-up.