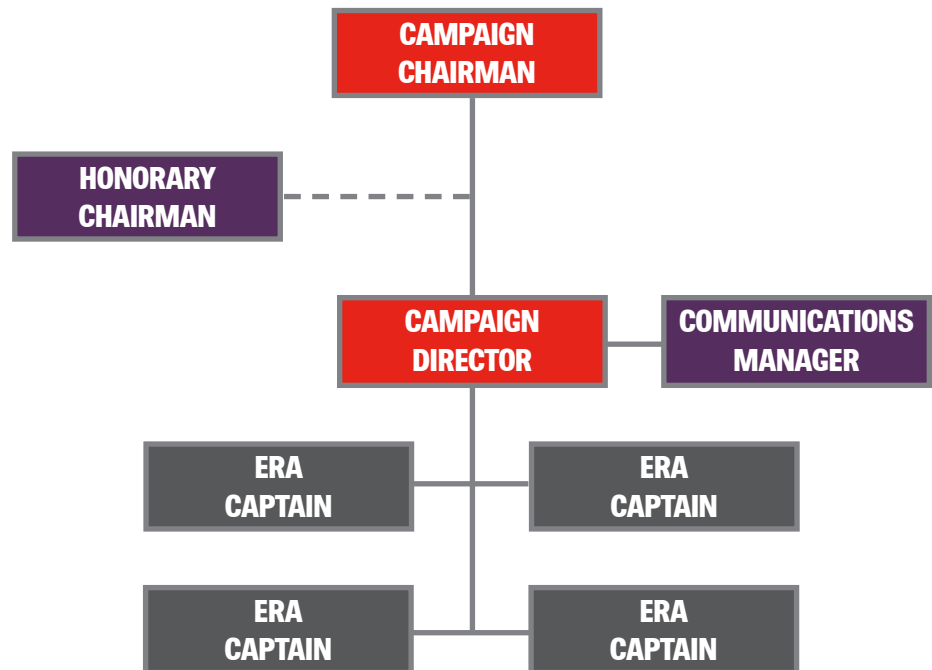


CAMPAIGN COMMITTEE STRUCTURE

CHAPTER LEADERSHIP ENDOWMENTS

GETTING STARTED

A strong campaign committee structure will help the chapter fundraise quickly and efficiently. The Alumni and Volunteer Corporation should start by recruiting the campaign chairman and campaign director, who then recruits additional members. While each role is helpful, it is up to the committee's discretion if and when additional roles should be filled. Some committees will require more members than others to be successful.



KEY RESPONSIBILITIES BY ROLE

CAMPAIGN CHAIRMAN

- Makes lead gift to campaign
- Makes important asks of other potential lead donors
- Lends name to communications about campaign importance and campaign goals
- Speaks or attends events critical to the campaign

HONORARY CHAIRMAN(EN)

- Makes a significant commitment to the campaign, or is a historic figure or key influencer in the chapter who alumni would rally behind
- Makes important asks of other potential lead donors

CAMPAIGN DIRECTOR

- Recruits campaign committee, including: chairman, communications manager and era captains
- Directs the day-to-day activity of the campaign
- Coordinates efforts with SigEp Educational Foundation, as necessary

COMMUNICATIONS MANAGER

- Owns and executes communication plan
- Thinks beyond the communication template plan to engage and inspire the participation of alumni via email and social media

ERA CAPTAINS

- Communicates with select alumni of a defined year or era to build awareness and excitement for the campaign
- Executes a cultivation, solicitation and stewardship plan for select alumni (see 'communication best practices' resource)
- Attends campaign launch meeting to identify key prospects and organize portfolios for all era captains