



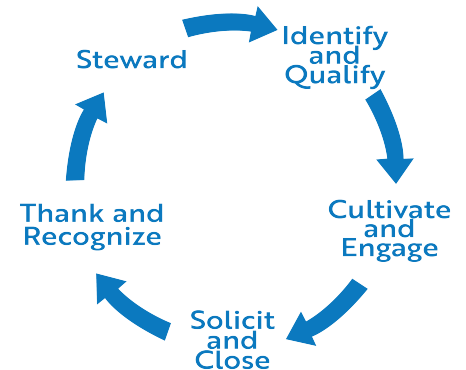
Board of Directors Role as Campaign Leaders

Purpose

Board members play a critical leadership role in the campaign by demonstrating commitment, expanding the network of supporters, and helping secure major gifts that advance the organization's strategic vision.

Board Leadership Expectations

1. Make a Leadership Gift
 - Make a meaningful 3-year campaign commitment
 - Continue supporting the Annual Fund
 - Help achieve 100% Board participation
2. Stay Engaged and Informed
 - Follow campaign progress, goals, and challenges
 - Attend campaign events
 - Participate in donor appreciation and stewardship
3. Partner with the Development Team
 - Help open doors to prospective donors
 - Make introductions to potential supporters
 - Support cultivation and solicitation efforts
4. Serve as Ambassadors
 - Share the campaign vision and impact
 - Tell your personal connection to the mission
 - Use your networks to expand campaign reach



Ways Board Members Can Participate

- Identify, cultivate, and help solicit major gifts (\$20,000+)
- Recruit new supporters and champions for the campaign
- Attend or host campaign-related events
- Thank, acknowledge, and steward campaign donors
- Stay informed about campaign milestones and successes
- Understand and speak about the strategic plan
- Share your personal story and connection to the mission

Key Takeaway

Board leadership is essential to the campaign's success. Through giving, advocacy, introductions, and storytelling, board members help inspire confidence and investment in the mission.