



COMMITTEE JOB DESCRIPTION

Major Gift Committee

Purpose, Responsibilities and 2004 Work Plan

Purpose

The committee will be responsible for the successful execution and completion of the major gift fundraising program and capital campaign. Major gifts are gifts from individuals of \$1,000 and over for the annual fund and \$5,000 and above for capital.

Responsibilities

- Review and approve multiyear and annual campaign goals and work plans
- Monitor progress, adjust program strategy when necessary
- Ensure coordination between the campaign and annual major gift fundraising, including prospect clearance
- Recruit solicitors and advise on volunteer assignments
- Make recommendations for adoption by the Land Trust's board of directors on major changes to the campaign's conservation priorities and financial goals
- Review prospect candidates for major gifts and report suspects to campaign staff for research
- Cultivate and secure major gifts
- Make a meaningful gift to the organization's annual giving program and capital campaign

2004 Work Plan

First Quarter

*Refine campaign strategy
Develop recognition policies
Develop outreach materials*

Third Quarter

*Organize/implement cultivation events
Set up one-on-one meetings
Organize board involvement*

Second Quarter

*Finalize cultivation calendar
Solicit Board gifts
Develop outreach materials*

Fourth Quarter

*Make solicitation calls
Develop 2005 goals/budget
Recruit additional committee/board members*

Committee members: Marc Smiley (Chair), Dave DeAntonis, Jennifer Sims, Dennis Hopwood, Scott Campbell. Key volunteers: Kathleen Sayce, Peter McCoy, Kerry Barnett, . Staff: Glenn Lamb, Lisa DeGrace