

RBAC CAPITAL CAMPAIGN SUBCOMMITTEE

MEETING #1: 7/26/22

AGENDA

1. Call to Order
2. Public Comment
3. Overview:
 - A. Committee Selection (completed)
 - B. Establish Working Goal (consensus, Full Committee 8/10)
 - C. Create Gift Range Chart (see handout)
 - D. Create Sponsorship Level Recognition (consensus, Full Committee 8/10)
4. Engagement Plan:
 - A. ID Individuals for prospective gifts
 - B. ID Grants/Corporate Gifts to track/apply (see handout)
 - i. Determine nationwide chains that give nationally v. locally
 - ii. List of local businesses for in-person contact
5. Develop Materials: THE "case for giving" (see attached)
 - A. "Thermometer" type sign- progress to goal?
 - B. Letter of Inquiry for Major Foundations
 - C. Letter to Businesses (in-person contact)
 - D. Rack Card/Brochure (in-person & mail)
 - E. Possible Video
6. Kickoff Events?:
 - A. KGHS Football Games
 - B. Roof Installation
 - C. KG Fall Festival Table
7. Member Comments
8. Adjourn to Next Meeting

Questions to Consider in Our "Case for Giving:"

1. What are the problems/social concerns that are central to our needs?
2. What special services or programs can/will we offer to respond to the needs?
3. Why are the problems and services important?
4. Are others doing what we propose to do already? Collaboration opportunities?
5. Do we have a written plan with vision, objectives, measurable outcomes?
6. Do we have specific financial needs outlined in our plan?
7. Who are the committee members? What is their experience in advocating for funding?

Sample Sponsorship Levels:

\$500,000	Platinum-Naming Rights
\$250,000	Gold
\$100,000	Silver
\$50,000	Bronze
\$25,000	Ambassador
\$10,000	Benefactor
\$5,000	Patron
\$1,000	Friend

Note: ALL gifts/donors are valued and worthy of recognition. These sponsorship levels are suggested as a means to reflect significant contributions worthy of permanent recognition on a plaque/display on the walls of the building.