

Campaign Questions Trustees Should Ask

Key Role of Trustees in Evaluating a Campaign | The role of a trustee in any organization is to hold the organization or institution “in trust.” And that means the trustee must assist in the success and completion of any campaign an organization pursues.

Here are some questions trustees should ask to make certain that a campaign is as successful as possible.

Do you understand the Trustee impact and role in this campaign?

- ▶ Trustees have a critical role in a campaign, not only as donors
- ▶ Personally contribute at a realistic percentage to the campaign
- ▶ Help secure other money
- ▶ Serve as ambassadors and evangelists, sharing their passion and explaining the mission of the organization

Has this campaign been thoroughly reviewed and thought out?

- ▶ Is the staff ready to support this initiative?
- ▶ Has the proper amount of planning been done?
- ▶ Can the staff support the volunteers in the campaign?

Has an objective set of eyes reviewed the campaign?

- ▶ Has it been thoroughly studied?
- ▶ Is it based on sound research and advanced planning?
- ▶ Is the campaign goal realistic and attainable?

Does this campaign advance the mission of the organization?

- ▶ Is the campaign focused on something within our mission?
- ▶ Will this campaign help us help others?

To learn more, watch a 90-second video interview about
Campaign Questions Trustees Should Ask at
www.jgacounsel.com/resources