

Campaign Questions Trustees Should Ask

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?



your guide in philanthropy

