

Capital Appeals

Creating the Committee

Identifying and recruiting for success!



Identifying and recruiting an Appeal Committee can appear to be one of the most challenging aspects of any capital appeal. Whilst appeals forge ahead without voluntary leadership, doing so can narrow the scope of possible sources of funds and limit opportunities to secure big gifts from major donors.

Whilst there are many preconceptions about who and how many people should sit on your Appeal Committee, in reality Committees come in all shapes and sizes and are as unique as your organisation. What's more, in our increasingly busy world, the 'Virtual Committee' is fast becoming a way of securing the support of volunteer leaders whilst acknowledging the demands on their time.

Our 'Creating the Committee' programme has been specifically designed to help you identify and recruit those who will provide the voluntary leadership your appeal needs to succeed. It comprises:

- **Campaign Evaluation** - What is the nature and scope of your appeal, what opportunities are there to inspire and engage volunteer leaders locally, regionally or nationally
- **Organisational Research and Evaluation** – What is the background of your organisation, who are your Trustees, who are your beneficiaries, from where do you derive your existing support, what is your track record in engaging the help of volunteers.
- **Prospect Research** – Identifying and evaluating potential people to invite on board, analysing with whom your organisation has links and/or relationships.
- **Cultivation and recruitment** - Develop individual recruitment strategies for Campaign Chair and each prospective member.
- **Creation of Management Materials** - Terms of reference, job descriptions, policy and criteria for Committee members.
- **Initial Meetings** - Guidance both to your fundraising team and the Committee for initial meetings. Specifically offering help and advice on strategy, major donor policy, prospect list, individual and group roles and solicitation techniques.
- **Practical Alternatives** – Developing an alternative strategy should the creation of a committee prove unrealistic.

Action Planning's 'Creating the Committee' programme will be tailored to your precise needs and circumstances encompassing all or part of the process of identification and recruitment depending on your needs and available skills and resources. We look forward to discussing your precise requirements.

examples of our work

Attlee Foundation

Feasibility study for and implementation of a £3million capital appeal for a children's centre. Including research, bid writing and fundraising support

Corrymeela Community

UK, Ireland & US capital appeal feasibility study and implementation. Support included mentoring for a capital appeal, bid writing, recruitment of an Appeal Director, development of fundraising matrix, capital fundraising training

Disability Challengers

Feasibility study for and implementation of a £3m capital appeal for a new Challengers Centre for disabled children and young people

London's Arcadia

Implementation of a capital appeal for heritage projects in the London Borough of Richmond upon Thames through finding funders and writing bids over a long term period

Topolski Memoir

Implementation of £1m matched capital appeal to restore the memoir and capital bid to Bridge House Trust

Beacon Centre for the Blind

Feasibility study for building a residential home and day care centre totalling £4m

Leonard Cheshire Foundation

Support for two capital appeals, strategic advice to the central fundraising team and presentation to directors on major donor fundraising

