



Who Should Lead Your Campaign?

Today's complex campaigns demand a synergy of skills. Rarely does one individual possess them all. So, as you select the members of your Campaign Steering Committee (ideally, a group of 8-10 people at the outset), look for a combination of the following:

Characteristic	Yes	No
Passionate about your organization		
Able to make a significant gift		
Eager to solicit or willing to learn		
Articulate about the case		
Available when needed		
Well-known and liked		
Well organized		
Knows many prospects		
Committed for the long haul		
Team player		

Raybin Associates, Inc.
 370 Lexington Avenue
 Suite 414
 New York New York 10017
 Phone: 212-490-0590
 Fax: 212-490-0597