

CAPITAL CAMPAIGN/UNDERWRITING COMMITTEE PROCEDURES MANUAL

PURPOSE

The Capital Campaign/Underwriting Committee, hereinafter referred to as the CCU Committee, is responsible for raising the amount of funds requested by our beneficiary(ies) each year, and soliciting donors to underwrite specific budgeted expenses. This is accomplished through personal solicitation calls, requests to foundations, applications for grants, sale of tribute and donor cards and from the proceeds of any special projects or events, as approved by the Executive Committee and Board of Directors.

COMMITTEE COMPOSITION

The CCU Committee shall be composed of:

1. A Committee Chair, selected by the Chair Elect.
2. A Capital Campaign/Underwriting Coordinator, selected by the Chair Elect and the Committee Chair.
3. Committee members, the number of which shall be established by the General Chair from year to year and selected by the General Chair, Committee Chair and Membership Liaison.

See Job Descriptions for CCU Committee Chair and Coordinator.

Sub-Committees

The following are sub-committees to the CCU Committee:

1. Grants and Foundations
2. Tribute & Donor Cards

COMMITTEE POLICIES AND GUIDELINES

COMMITTEE MEETINGS

Committee meetings shall be held on a regular/monthly basis.

The General Chair, Vice Chair, Chair Elect and Assistant Treasurer shall be invited to attend all CCU Committee meetings.

CREDIT CARDS

The CCU Committee is authorized to accept MasterCard and Visa credit cards for payment of pledges.

DONOR RECOGNITION

A donor is defined as an individual, a business, a corporation, a foundation or a family that combines its contributions as one donation.

Perks and Recognition

Donors shall be entitled to some or all of the following perks and recognition, depending on the level of giving, **AS STATED IN THE CCU BROCHURE**. The “perks and recognition” stated in the CCU Brochure **may not be changed** without the approval of the Executive Committee and Board of Directors.

1. **Preferential seating at the Angel Ball for major donors**

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2. **Complimentary/preferential seating as follows:**
 - a. The number of complimentary/preferential seats to the Angel Ball or any other event, offered to major donors of CASH is determined by the amount of the contribution as stated in the CCU brochure.
 - b. The number of complimentary/preferential seats to the Angel Ball or any other event, offered to major IN-KIND donors is determined on an individual basis by the General Chair.
 - c. The number of complimentary/preferential seats to the Angel Ball or any other event, offered to donors fundraising on behalf of Angel Charity is determined on an individual basis by the General Chair.
 - d. A list of complimentary seats, provided by the General Chair should be presented to the Executive Committee in October.
 - e. Payment of dues is mandatory for Angel Charity members who, as major donors, receive complimentary/preferential seats to the Angel Ball or any other event.

3. **Newspaper recognition only if Angel receives free advertising space.**

4. **Special Donor Recognition provided by Angel Charity**

The Executive Committee shall approve a list, provided by the General Chair of CASH donors of \$5,000 and above and IN-KIND donors of budgeted items of \$10,000 and above, who should receive donor recognition provided by Angel Charity.

5. **Name recognition at beneficiary site on major donor plaque**

A major sign of appropriate size, quality and design, provided by our beneficiary(ies) to be placed in a conspicuous and prominent location at the beneficiary site, as agreed to by Angel Charity and our beneficiary(ies), listing all CASH donors of \$5,000 and above and IN-KIND donors of budgeted items of \$10,000 and above.

6. **Name recognition on room at beneficiary site when applicable with a building**

In the event rooms are available for dedication, individual room dedication plaques shall be provided by the beneficiary(ies). At the beginning of the Capital/ Underwriting Campaign, the level of contribution for room dedications shall be recommended to the Executive Committee by the CCU Chair for its approval. The General Chair shall oversee the design and dedication of individual room plaques to be provided by beneficiary(ies). In the event the beneficiary(ies) are unable to furnish plaques, Angel Charity shall incur the expense.

7. **Limousine service to and from the Ball for major donors.**

8. **Ball night hotel suites for major donors.**

9. **Stage recognition at the Ball of donors that donate \$100,000 or more.**

10. **General recognition at the Ball of donors that give \$1000 or more in high quality pamphlets; optional video screens to recognize donors of \$5000 and up placed in a location best suited for the Ball theme, and donor recognition of optional Step and Repeat Boards to suit the Ball theme.**

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GENERAL MATTERS

Any proposed donation not included in Angel Charity's established Capital Campaign/Underwriting categories, must be approved by the Executive Committee prior to acceptance.

GRANT REQUESTS

All grant requests must be reviewed by the CCU Chair prior to their submittal.

INVITATIONS TO BALL AND OTHER EVENTS

The Committee Chair shall report the names of all Capital Campaign/Underwriting donors to the Computer Committee in a timely fashion to ensure that their names will appear on the invitation lists to the Ball and any other appropriate Angel Charity events. Prior to addressing and mailing such invitations, the CCU Committee Chair is required to proof the computer reports to insure that all donor information is accurate and up to date.

MEMBERS COMMITTEE RESPONSIBILITIES

Each Committee member must:

1. Successfully solicit the assigned number of donors or dollars. Members shall not solicit any individual or business without approval from the Committee Chair.
2. Attend all committee meetings or regret if unable to attend.
3. Report results of all calls/solicitations at each committee meeting.
4. Send thank you notes to all donors.

Serving on this committee satisfies a member's solicitation committee responsibilities.

Committee members must also serve on a non-solicitation committee and meet all additional financial/solicitation requirements of membership as defined in the Membership Responsibilities policies.

Failure to Meet Committee Responsibilities

The committee chair shall report any committee member who fails to meet their committee responsibilities to the Membership Liaison and the General Chair for further action and resolution of the issue. Action may include involving the member's sponsor and/or the Guardian Angels. Members who do not meet their responsibilities in a timely fashion may have their membership:

1. Placed on probation for one year by the Executive Committee, if extenuating circumstances prevail. Pending compliance the following year, their probationary status shall end, or
2. Revoked, with cause, by the Executive Committee.

Ball seats for delinquent members may be withheld or wait listed.

PLEDGES

All Capital Campaign/Underwriting pledges must be paid by March 31 of the following year.

Pledges may be paid with cash, check, VISA or Mastercard.

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PRINTED MATERIALS

All printed materials, including all Capital Campaign/Underwriting packets, pledge cards, brochures, etc.; beneficiary agreements, Angel Charity training materials, etc. which refer to “surplus/excess” funds shall contain the following standard language:

“A CCU Reserves Fund was established as a vehicle to accumulate excess funds. This fund is a source of funding for additional children’s causes.”

100% of all cash donations go directly to Angel Charity beneficiaries.

REVENUE ACCOUNT

The Capital Campaign/Underwriting revenue account shall be debited and the Ball revenue account shall be credited for the retail value of complimentary seats awarded for the Ball.

SURPLUS FUNDS

The Angel Charity Beneficiary Agreement states that in the event Angel Charity realizes more money than the goal amount from fundraising, the excess funds may be kept, accumulated and invested at Angel Charity’s sole discretion, for any charitable and related purposes that Angel Charity, in its sole discretion, may choose.

All excess (surplus) funds remaining from the year’s fundraising shall be placed in “CCU Reserves Fund” accounts, to be invested by the Treasurer until the end of the following fiscal year. Funds, including principal and interest, may be used exclusively as follows:

1. To fund any surplus fund requests made by that year’s beneficiary(ies) to complete the program or project originally funded. Policies and guidelines for distribution are described in the Charity Selection Procedures Manual.
2. To make up any Capital Campaign/Underwriting shortfalls for the current year and/or following years.

At the end of the fiscal year, all remaining funds may be automatically transferred into the Board Restricted Fund.

THANK YOU S

Thank yous shall be sent as follows:

1. By the solicitor upon receipt of the pledge card.
2. By the CCU Chair and General Chair upon receipt of the pledge card.
3. Scripted thank you calls by Board members.

General Chair, Vice Chair and/or CCU Chair personally thank donors of \$5,000 and up that did not attend the Ball.