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hope

CAMILLUS HOUSE, INC. - POLICY AND PROCEDURES

TITLE: SPECIAL CAMPAIGNS

DATE ISSUED:

NUMBER: H-00-007

DATE REVISED: 11/06/06

I. POLICY

Camillus House will conduct special campaigns in order to raise a specific amount of money in a set period of time for a designated purpose. Special Campaigns are generally to raise money for a one-time need and should not be considered part of the annual fundraising program. All special campaigns are conducted following the same policies and procedures of the Advancement Department, ensuring that the campaign keeps up the high standards and public image of Camillus House.

II. PROCEDURES

A. Feasibility Studies:

1. A Feasibility Study may be conducted, at the discretion of the Board of Directors, prior to the planning of any special campaign with a goal over \$1,000,000. The purpose of a Feasibility Study is to determine the level of community support for Camillus House and to determine what the financial and programmatic goals of the campaign should be. The Vice President of Institutional Advancement is responsible for overseeing the entire process.

The Board of Directors, Institutional Advancement Committee and Management submit names of influential community members who should be interviewed regarding the goals of the upcoming campaign. The Advancement Department compiles the submitted names into one coherent list, which is divided up among the committee members for follow up.

2. Individual appointments are set-up with prospective interviewees and attended by the Board of Directors liaison, the President and the Vice President of Institutional Advancement.

An independent professional trained in conducting such interviews may conduct the interviews, or members of

Management may conduct them. The results are compiled and reported to the Institutional Advancement Committee and the Board of Directors.

B. Special Campaigns

1. All procedures utilized in the conducting of a special campaign must fall within the overall policies and procedures of the Camillus House Advancement Department. The guidelines and procedures for gift acceptance, recognition and solicitation are included in these procedures.
2. Special campaigns are conducted only under special circumstances. Campaigns conducted on a frequent or long-term basis can lose their impact and become just another form of annual fundraising in the eyes of the donating community.
3. In some cases, outside consultants are contracted to conduct the entire or a portion of the campaign. The extra time and work required sometimes makes it impossible for regular staff to conduct a campaign while carrying on regular duties. On other instances, additional personnel are hired to manage the Campaign for its duration. The Vice President of Institutional Advancement will oversee the activities of the outside counsel or additional staff hired for the campaign
4. If office space in the Camillus House Advancement Department cannot accommodate the campaign and outside counsel, office space elsewhere is sought. While every attempt will be made to get adequate space donated, a rental fee may be necessary. Any rental fees are considered part of the campaign budget.
5. A Campaign Chairman is recruited by the President. The Chairman should be an influential local individual who understands and supports the goals of the campaign. A Campaign Committee made up of influential local individuals is convened by the President and the Campaign Chairman. Responsibilities of the Committee include providing the names of potential donors and assisting in the solicitation process.

6. Giving needs are established according to the overall goals of the campaign. Categories are divided as follows:
 - a. *Pacesetter Gifts*: largest gifts of the campaign, usually made at the beginning as a way to set the pace of the campaign.
 - b. *Major Gifts*: large gifts, although not as large as the pattern gifts.
 - c. *Family Gifts*: gifts of varying size made by members of the Camillus House staff and Board of Directors.
 - d. *Regular Gifts*: all other gifts to the campaign
7. Monthly reports on pledges and their status are made to Camillus House management.

C. Contracting Outside Consultants

1. All contracts with outside consultants must be reviewed, approved and signed by the President. Contracts for over \$50,000 must be reviewed and approved by the Board of Directors.
2. All contracts must be on month-to-month basis, with either party able to cancel at any time during the campaign.
3. The Vice President of Institutional Advancement will be responsible for overseeing all activities of outside counsel.
4. Outside consultants may not represent themselves as employees or volunteers of Camillus House, sign contracts on behalf of Camillus House, or commit Camillus House to any agreements in any way.
5. All expenditures for outside consultants must be reviewed and approved by the Chief Financial Officer.
6. Outside consultants must adhere to the policies and procedures of Camillus House.