

Choosing the Best Person to Chair the Parish Capital Campaign

Selecting and recruiting the right person to lead the parish capital campaign can be one of the most important decisions that will be made. He or she can be a determining factor of the greatest significance for the success of the project. The time to recruit the campaign chairperson is after the capital campaign planning study has been concluded – not before parish input has been received on this subject and the consultant has had the opportunity to confer with the priest and anyone else who may have valuable input to contribute on the subject.

There are occasions in parish campaigns when there are co-chairs but these are fairly rare. If two chairs are used it is extremely important to divide responsibilities between these two positions. One person is the executive chair. They are the personification of the campaign in the parish. They chair the meetings of the capital campaign committee, deliver general assembly reports and commit to making a limited number of solicitations. Ideally, they are also in the leadership gift group and have a network of peers with whom they have influence.

The second chair is the operational chair. They function as the “engine” at the heart of the campaign, ensuring that tasks are completed, the campaign remains on schedule, people follow through on assignments, the priest gets appointment prior to the 3-4 day visit of the consultant, conference calls are arranged, etc. The operational chair may wish to have a campaign secretary assisting him or her. Ideally, they make a sacrificial gift commensurate with their ability and accept responsibility to also make a limited number of solicitations.

Listed on the follow sheet are twenty-one criteria, essential characteristics in seeking a person to lead the program or to serve as the executive chair. Grading is on a "one" to "ten" basis - 10 being the highest mark.

Review each item and give it a rating. Where the factor has an extra weight, multiply your evaluation times the weight. Take #1, for instance. Let's say that factor was given a *rating* of 7. The *weighted importance* is 2. The final figure to be listed in the right hand column is 14 (2 X 7 = 14).

While perfection may be impossible, still seek the most effective person available. A perfect rating is 275.

The criteria are not listed in order of priority, although several are given added "weight" because of their importance.

1. An outstanding parishioner, well-known and respected with high visibility (x 2) _____
2. Top dog at his firm; high flyer, owner or CEO of very successful company _____
3. Though travel may occasionally intrude, when in town there is flexibility and “give” in the schedule; is available via phone, email and text. _____
4. Should not be the chair of the parish council or maybe not even on the council _____
5. Highly knowledgeable about the parish and works well with the priest _____
6. A good public speaker, sincere and convincing when speaking about the campaign _____
7. Is the person in the community (after the priest) most difficult to say “no” to (x 3) _____
8. Has the ability to made or influence a number of major gifts _____
9. Has qualities and attributes that make people want the campaign to succeed (x 1.5) _____
10. Willingly an effectively delegates responsibility _____
11. Has office staff that will support some of the administrative tasks of the campaign _____
12. Does not have perceived “mixed” loyalty to another organization or a hidden agenda _____
13. Is not retired or has not reached the point when they slow down working _____
14. Gives the campaign high priority in their life regarding time and energy (x 2) _____
15. Can see the “big picture” and leave administrative details to others _____
16. Is a confident person with a stable personality and high self-esteem _____
17. Their name brings luster to the campaign yet still willing to work in the trenches _____
18. Conscious of deadlines and timetables _____
19. Is a team player willing to listen and work with others _____
20. The person enjoys good health and has stamina _____
21. Knows how to use and encourage good staff work _____
22. Is emotionally resilient _____

Scoring _____ Total _____

262-275 an extraordinary choice; top talent; confidence booster
 243-261 an excellent selection; take all the care needed to recruit this person
 192-242 a good choice but there may be difficulty in recruiting other leadership
 184-191 marginal but with the proper commitment and dedication may be able to overcome deficiencies in other areas