

CHOOSING THE RIGHT PERSON TO CHAIR YOUR CAMPAIGN

Selecting and recruiting precisely the right person to head your campaign program can be one of the most important decisions you make — a determining factor of the greatest significance for the success of your project.

Listed on this sheet are twenty-one criteria, essential characteristics in seeking a person to head your program. 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 you gave that factor a rating of 7. The weighted importance is 2. The final figure you list in the right hand column is 14 (2 X 7).

While perfection may be impossible, you should certainly 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.

Name of Prospective General Campaign Chairperson _____

Score 1 to 10...
ten being the highest

- 1 Is an outstanding citizen, a well known and respected civic leader, with high visibility. *(Count two times the rating.)* _____
- 2 Occupies the top position in his or her firm, or at least no less than the next highest position. _____
- 3 Because of the kind of person you seek, business and pleasures may often take him or her away from the city. This need not be a deterrent. The important factor is that when in the city, there is some flexibility and “give” in the schedule. _____
- 4 Should not be the Chair of your institution and often, it is desirable that he or she is not currently a member of the Board. _____
- 5 It is highly desirable that the candidate be knowledgeable about the institution but even this need not be necessary if there is the willingness to take the necessary time to learn about the program. _____
- 6 The person should be a good public speaker — though he or she need not chair every meeting. Most important, the candidate must be sincere and convincing when speaking about the institution. _____
- 7 Is the person in the community to whom it is the most difficult to say “no” *(Count three times the rating.)* _____
- 8 Has the ability to make or influence a number of major gifts. *(Count three times the rating.)* _____
- 9 Has those characteristics in his or her personal and business life which makes the identification with the institution a desirable one. *(Count 1 1/2 times the rating.)* _____
- 10 Is a willing and enthusiastic delegator of responsibility. _____
- 11 Has an office staff capable of handling some of the telephoning and details of the campaign. _____
- 12 Does not have a primary identification with any other similar institutions and should not have recently chaired another major drive. _____
- 13 Is not retired although the prospective Chair may now have reached the point where he or she is not as active in business as they once were. _____
- 14 Is willing to give the campaign priority in his or her personal, business, and civic schedule. *(Count two times the rating.)* _____
- 15 Is capable of seeing “the big picture” and leave details and office mechanics to the campaign staff. _____
- 16 Is a secure person with a healthy personality and a high level of self-esteem. _____
- 17 The candidate is willing to lend more than his or her name to the campaign, although the name in itself adds luster to the total effort. _____
- 18 Is conscious of deadlines and schedules. _____
- 19 Is a team player, willing to listen and work with others. _____
- 20 The person enjoys good health and stamina. _____
- 21 Knows how to use and encourage good staff work. _____
- 22 Must be capable of enduring an insufferable number of roast chicken dinners. *(Count no points!)* _____

TOTAL _____

262-275 points - An extraordinary choice. You cannot miss! Your campaign will be a success.

243-261 points - An excellent selection. Take all the care possible in recruiting this person. A victory is almost certain.

192-242 points - A good choice, but you may have some problems in recruiting some of the other leadership you require to reach your objective.

184-191 points - Marginal, but with the proper commitment and dedication, he or she may overcome deficiencies in other areas.



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