



The following document is a sample from a real campaign directed by Capital Quest. Permission is hereby granted for printing this document for the limited purpose of education and training of board members and community/campaign leaders. It is copyrighted material.

For more information on Capital Quest please see contact information below:



**Capital Quest, Inc.
Consultants Serving Philanthropy Nationally
Since 1992**

800-263-1976

www.capitalquest.com

Bill.Krueger@capitalquest.com

April, 2007

Name
Address
Cullman, AL 35056

Dear Name,

Thank you for meeting to discuss “*The Golden Window Campaign*” to re-develop the Emergency Department at CRMC. There is little question that enhancing the emergency services available to the people of this area is the hospital’s highest priority and the one that will have the most dramatic impact on the most people in our service area.

Raising \$3,500,000 to \$5,000,000 will not be easy. To be successful, the campaign will need to secure the support of every board member and ask each to do everything they can do to help make it a success. We’d like to ask you to consider helping the campaign in two specific ways:

First, we’d like to ask you to join me as one of the co-chairs for the campaign. The role of the chair is not all that different than the role that each board member is being asked to fulfill. Specifically, you would be *lending your name* to the campaign, *helping to open doors* to community leaders to help present the building plans and, finally, to be *financially supportive*.

Second, we’d like to ask for your financial support now, as a way of setting the pace for the internal campaign. We have now secured eight gifts totaling \$147,000 in the form of five year gift intentions.

Enclosed you will find the “*The Golden Window Campaign*” brochure outlining the changes and improvements that are planned for emergency services. The back inside cover of this brochure outlines various giving opportunities.

As you review the giving options, we’d respectfully ask you to consider the **Legacy Gift Plan**. This gift, when combined with gifts from your fellow board members, will provide true leadership in CRMC’s attempt to do something that has never before been done in the community.

Please be assured that we appreciate whatever level of financial commitment you are able to make. We know you will support this campaign to the best of your ability, just as you have demonstrated exceptional support of CRMC and our community’s medical needs in the past.

Sincerely,

Name
Campaign Co-Chair

April, 2007

Steve Glasscock
Merchants Bank
900 2nd Ave. SW
Cullman, AL 35055

Dear Steve,

Thank you for meeting to discuss “*The Golden Window Campaign*” to re-develop the Emergency Department at CRMC. There is little question that enhancing the emergency services available to the people of this area is the hospital’s highest priority and the one that will have the most dramatic impact on the most people in our service area.

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Enclosed you will find the “*The Golden Window Campaign*” brochure outlining the changes and improvements that are planned for emergency services. The back inside cover of this brochure outlines various giving opportunities.

As you review the giving options, we’d respectfully ask you to consider the **Chairman’s Circle Gift Plan**. This gift, when combined with gifts from your fellow board members, will provide true leadership in CRMC’s attempt to do something that has never before been done in the community.

Please be assured that we appreciate whatever level of financial commitment you are able to make. We know you will support this campaign to the best of your ability, just as you have demonstrated exceptional support of CRMC and our community’s medical needs in the past.

Sincerely,

Clint Fry
Campaign Co-Chair

April, 2007

Herman Ensor MD
Cullman Obstetrics and Gynecology
1890 Alabama Highway 157
Cullman, AL 35058

Dear Dr. Ensor,

Thank you for meeting to discuss “*The Golden Window Campaign*” to re-develop the Emergency Department at CRMC. There is little question that enhancing the emergency services available to the people of this area is the hospital’s highest priority and the one that will have the most dramatic impact on the most people in our service area.

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First, we’d like to ask you to serve as a Honorary Chairperson of the campaign. Your longstanding support of CRMC and the respect you command within our community makes you an ideal candidate to be one of the Honorary Chairs of the campaign.

Second, we’d like to ask for your financial support now, as a way of setting the pace for the internal campaign. We have now secured eight gifts totaling \$147,000 in the form of five year gift intentions.

Enclosed you will find the “*The Golden Window Campaign*” brochure outlining the changes and improvements that are planned for emergency services. The back inside cover of this brochure outlines various giving opportunities.

As you review the giving options, we’d respectfully ask you to consider the **Visionary Gift Plan**. This gift, when combined with gifts from your fellow board members, will provide true leadership in CRMC’s attempt to do something that has never before been done in the community.

Please be assured that we appreciate whatever level of financial commitment you are able to make. We know you will support this campaign to the best of your ability, just as you have demonstrated exceptional support of CRMC and our community’s medical needs in the past.

Sincerely,

Clint Fry
Campaign Co-Chair

April, 2007

Chester Freeman
P. O. Box 543
Cullman, AL 35056

Dear Chet,

Thank you for meeting to discuss “*The Golden Window Campaign*” to re-develop the Emergency Department at CRMC. There is little question that enhancing the emergency services available to the people of this area is the hospital’s highest priority and the one that will have the most dramatic impact on the most people in our service area.

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Sincerely,

Clint Fry
Campaign Co-Chair