The Campaign Coordinating Committee exists to help assure the success of major fundraising campaigns conducted by Forsyth County organizations. Although the Committee does not authorize grant commitments from any grantmaking entity, nor can it guarantee the success of any campaign, its process of counseling with organizations and scheduling the timing of campaigns has proven to be beneficial to both the grantee and grantor communities. Please, therefore, complete the application as fully as possible.

Organizations with proposed campaigns of $1,000,000 or more are requested to contact the Committee. Once the campaign process has begun, the Committee will request periodic updates and a final report on your campaign results.

**APPLICATION**

1. Total Goal: $_____________________

   Amount expected to be raised from Forsyth County: $__________________

   Organization Name: __________________________________________________________

   Address:                  ___________________________________________________________

   _____________________________________________________________

   Contact and Position: _________________________________________________________

   Telephone/Email:    ___________________________________________________________

2. Funds raised will be used to:____________________________________________________

   ___________________________________________________________________________

   ___________________________________________________________________________

   ___________________________________________________________________________

Campaign Coordinating Committee Appointing Authorities: Arts Council of Winston-Salem/Forsyth County • BB&T • BH Media Group • Chairman, County Commissioners • Duke Energy • HanesBrands • Kate B. Reynolds Charitable Trust • Mayor, City of Winston-Salem • Reynolds American • The Winston-Salem Foundation • United Way of Forsyth County • Wells Fargo Bank • Winston-Salem Chamber of Commerce • Z. Smith Reynolds Foundation
3. What is your organization’s previous campaign experience? Goals? Results? When? For what purpose?

4. Do you have an organizational long-term plan? Briefly describe what your organization hopes to accomplish.

5. Have you identified priorities? In the long-term plan? In the proposed campaign?

6. Have you identified campaign leadership and professional counsel?

7. Do you have reasons to believe you can raise your proposed goal? What are those reasons?

8. How will you justify your campaign need/goal to the community?
9. What are your sources and amount of annual support? Does your agency have funds it will commit to the campaign goal?

10. How will your organization’s long-term operating expenses be affected by this campaign?

11. Will you be requesting campaign funds from either Forsyth County or the City of Winston-Salem?

12. If you are a United Way or Arts Council member, have you cleared your plans with them?


14. What is your proposed campaign timetable?

15. Do you plan to seek funding from outside the County? If so, where?

Please attach material that will support your answers to the above questions, including current financial statements.