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# Sheridan Coliseum: Plan of organization of the Sheridan Coliseum Campaign

Fort Hays State University

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PLAN OF ORGANIZATION

FORT HAYS STATE UNIVERSITY  
 SHERIDAN COLISEUM CAMPAIGN  
 \$2,000,000

FORT HAYS STATE UNIVERSITY  
 \*ENDOWMENT ASSOCIATION  
 \*BOARD OF REGENTS  
 \*GERALD W. TOMANEK, PRESIDENT

CAMPAIGN COUNCIL CHAIRMAN  
ROBERT E. SCHMIDT

CAMPAIGN FUND CHAIRMAN  
NORBERT R. DREILING

PATTERN GIFTS  
 DIVISION

---

CHAIRMAN

---

PROSPECTS: 100  
 GOAL:  
 WORKERS: 20

ADVANCE GIFTS  
 DIVISION

---

CHAIRMAN

---

PROSPECTS: 150  
 GOAL:  
 WORKERS:

SPECIAL GIFTS  
 DIVISION

---

CHAIRMAN

---

PROSPECTS: 150  
 GOAL:  
 WORKERS:

ADMINISTRATION  
 & STAFF

---

L. BARTHOLOMEW  
 CHAIRMAN

---

PROSPECTS: 500  
 GOAL:  
 WORKERS:

BOARD OF  
 TRUSTEES

---

WEIR PIERSON  
 CHAIRMAN

---

PROSPECTS: 59  
 GOAL:  
 WORKERS:

SATELLITE  
 DIVISION

---

CHAIRMAN

---

PROSPECTS:  
 GOAL:  
 WORKERS:

Fort Hays State University  
\$2,000,000 Sheridan Coliseum Campaign

PREFACE

The fund raising campaign for Fort Hays State Univeristy is a two (2) phase effort designed to expedite organization and solicitation procedures. With proper usage of the Plan of Organization contained herewith, the successful completion of the Program Goals within the allotted time will most certainly be assured.

Phase 1 - Internal Solicitation: This phase of the fund raising campaign is the involvement of the University "Family". Accomplishment of this solicitation will be done before the campaign goes "Public". The Family, in this case, consists of two (2) Divisions: (A) The Faculty and Staff of the University, and (B) the Board of Trustees.

The Faculty/Staff Division and the Trustee Division are scheduled to kick-off their solicitation on October 5, 1984. This date was chosen to correspond with Home Coming. Both Divisions are scheduled to complete their solicitation by November 1, 1984.

Phase 2 - External Solicitation: This phase of the campaign is the Public area of involvement. A Campaign Council, consisting of influential and interested citizens of the area, will kick-off the Public effort January 1985, with a Campaign Council Dinner Meeting. The key purposes of the Dinner are:

- A. To allow members of the Council to associate with each other in a mutual fund raising effort for the community.
- B. To inform members of the Campaign Council of the needs of Fort Hays State University in relation to the \$2,000,000 goal.
- C. To announce the total financial support thus far derived from the Faculty/Staff, and the Trustee Divisions, producing enthusiasm, positive thinking, and increased interest and support by potential donors in attendance at the Dinner.

Completion of the Public phase of solicitation is scheduled for late July, 1985, with a victory celebration.

Fort Hays State University  
\$2,000,000 Sheridan Coliseum Campaign

PROPOSED PLAN OF ORGANIZATION

THE CAMPAIGN COUNCIL: This group will consist of 100-150 persons representing key leadership and persons of influence in the Hays area. Their association with the Campaign Council, as members, will lend authenticity and endorsement to the goals of the campaign, to all potential donors, and to all friends of Fort Hays State University.

Council members representing the community and the "University Family" will provide a source of leadership and volunteers for the actual fund raising phase of the campaign.

THE CAMPAIGN COUNCIL CHAIRMAN: The Chairman, as a top leader in the community, will be asked to do the following:

1. To send letters of enlistment to prospective Council members on his personal stationary. The Campaign Office will provide a suggested letter for his approval and will prepare all correspondence.
2. To preside at the Campaign Council functions.
3. To assist in securing the Top Ten Lead Gifts for the fund effort.
4. To personally enlist the Campaign Fund Chairman.

THE CAMPAIGN FUND CHAIRMAN: The Fund Chairman, also a top leader in the community, will work closely with the Campaign Council Chairman. His responsibilities are:

1. To coordinate the financial aspect of the campaign.
2. To preside over strategy sessions with Campaign Council leadership.
3. To assist in securing the Top Ten Lead Gifts for the fund effort.
4. To personally enlist the following leaders:

(A) Pattern Gifts Division Chairman: He will have approximately 100 prospects whose gifts will represent the largest gifts in the public phase from corporations, individuals, and tax-exempt granting foundations.

Potential donors in the Pattern Gifts Division will be asked for gifts from \$10,000 and above. The Chairman will personally recruit 20-25 volunteers for his Division.

(B) Advance Gifts Division Chairman: He will have approximately 150 prospects in his Division, also represented by industry, corporations, individuals, and tax-exempt granting foundations.

Potential donors will be asked for gifts ranging from \$5,000 to \$9,000 but not more than \$10,000. (There will be an occasional exception.)

Approximately 30 volunteers will be needed, based on three to five prospects per volunteer.

(C) Special Gifts Division Chairman: He will have approximately 150 prospects representing corporations, small firms, and individuals who will be asked for gifts in the amount of \$5,000 or less. (There will be an occasional exception.)

Approximately 30 volunteers will be needed, based on three to five prospects per volunteer.

(D) Satellite Division Chairman: Approximately three cities in Western Kansas will be selected and a Chairman for each will be needed. Each city will have from 25 to 50 prospects and will need 5 to 10 volunteers.

#### INTERNAL/"FAMILY" DIVISIONS

University Faculty/Staff Gifts Division: It is projected that this group consist of Executive Administrators, Department Chairmen, and Directors. All additional Staff will be provided with a pledge card and literature, for a voluntary decision.

Chairpersons should be enlisted from among the Staff, who then, will enlist whatever additioanl help is needed.

Board of Trustee Gifts Division: It is certainly hoped that all members of the University Board will make personal financial commitments to the campaign; the size of which should depend upon the degree of his/her relationship with Fort Hays State University.

A chairman of the Board of Trustee should be an active member and well received by the others. Board associates should be recruited in sufficient number to individually solicit all members as quickly as possible.

The Divisional dollar goal may be determined in consultation with the Chairman of the Board of Trustees, the University President, and the C.S.B. Campaign Director.