

## 2017 Annual Support Campaign Volunteer Responsibility Descriptions



### Campaign Chair

*Assures the success of the Annual Support Campaign (ASC) by providing strong leadership to the campaign, demonstrating sound campaign practices and implementing proven concepts.*

#### Responsibilities:

1. Make a personally meaningful gift to the campaign.
2. Ask others to give to the Annual Support Campaign.
3. Personally enlist volunteers for each sector of the campaign (Board, Staff, Community, and Major Gifts).
4. Regularly connect with the campaign division coordinators (Board, Staff, Community, and Major Gifts) regarding campaign needs and updates.
5. Preside over all appropriate meetings for the ASC at your location.
6. Promote attendance for the Victory celebration (April 13, 2017)
7. Actively solicit major prospects during the campaign.
8. Motivate and monitor progress of the overall campaign at your location.
9. Present to the branch board of directors regarding ASC progress.
10. Participate in a campaign evaluation/ debrief session in May 2017.

### Campaign Spirit Coordinator

*Assists the campaign chair and staff with the organization and planning to make sure the Y's cause is infused into each sector of the campaign with enthusiasm and positive energy, providing motivation for the volunteers.*

#### Responsibilities:

1. Make a personally meaningful gift to the campaign.
2. Set an inspirational and positive tone to the campaign for the community and volunteers.
3. Encourage fellowship and team spirit through careful planning of the campaign.
4. Assure meaningful recognition and thanks are provided for all volunteers within the campaign.
5. Attend the Victory celebration (April 13, 2017)
6. Provide feedback to the Campaign Chair evaluating the campaign successes and strategies.

### Community Campaign Coordinator

*Recruits, leads and motivates the community Team Leaders in the recruitment of their teams, ensuring attainment of the Community Campaign Goal; provides leadership through training, coaching and supported to the overall Community Campaign Division; implements best practices and proven concepts in fundraising.*

#### Responsibilities:

1. Make a personally meaning gift to the campaign.
2. Ask others to give to the Annual Support Campaign.
3. Personally enlist a team of leaders for the Community Campaign Division at your branch.
4. Attend a campaign rally (training) with your team leaders. Encourage them to do the same with their team members.
5. Regularly connect with your team regarding processes and needs.
6. Report campaign progress to the Campaign Chair at your branch.
7. Attend the Victory Celebration (April 13, 2017)
8. Provide feedback to the Campaign Chair regarding campaign successes and strategies.

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### **Major Gifts Coordinator**

*Assures the success of the Major Gifts Division of the campaign at your branch (gifts of \$1,000 and greater) by providing strong leadership of best practices and proven concepts in fundraising.*

Responsibilities:

1. Make a personally meaningful gift to the campaign.
2. Ask others to give to the Annual Support Campaign in the amount of \$1,000 or more.
3. Personally enlist a team of volunteers for the Major Gifts Division at your branch.
4. Regularly connect with your team regarding processes and needs.
5. Report Campaign progress to the Campaign Chair at your branch.
6. Attend the Victory Celebration (April 13, 2017).
7. Provide feedback to the Campaign Chair regarding campaign successes and strategies.

### **Board Campaign Coordinator**

*Plans, motivates and oversees the Board Campaign Division by demonstrating strong leadership of best practices and proven concepts in fundraising.*

Responsibilities:

1. Make a personally meaningful gift to the campaign.
2. Ask board members to give to the Annual Support Campaign.
3. Personally enlist a team of volunteers for the Board Campaign Division at your branch.
4. Regularly connect with your team regarding processes and needs.
5. Report Campaign progress to the Campaign Chair at your branch.
6. Attend the Victory Celebration (April 13, 2017).
7. Provide feedback to the Campaign Chair regarding campaign successes and strategies.

### **Staff Campaign Coordinator**

*Plans, motivates and oversees the Staff Campaign Division by demonstrating strong leadership of best practices and proven concepts in fundraising.*

Responsibilities:

1. Make a personally meaningful gift to the campaign.
2. Ask staff members to give to the Annual Support Campaign.
3. Personally enlist a team of staff members for the Staff Campaign Division at your branch.
4. Regularly connect with your team regarding processes and needs.
5. Report Campaign progress to the Campaign Chair at your branch.
6. Attend the Victory Celebration (April 13, 2017).
7. Provide feedback to the Campaign Chair regarding campaign successes and strategies.

## **2017 Annual Support Campaign Volunteer Responsibility Descriptions**

### **Team Captain (All divisions)**

*Recruits, leads and motivates campaign volunteers to ensure attainment of the team and division goal by encouraging training and providing coaching and leadership rooted in best practices and proven concepts in fundraising.*

Responsibilities:

1. Make a personally meaningful gift to the campaign.
2. Ask others to give to the Annual Support Campaign.
3. Personally enlist a team of staff or board members and/or volunteers for your assigned division at your branch.
4. Regularly connect with your team regarding processes and needs.
5. Report Campaign progress to your division coordinator at your branch.
6. Attend the Victory Celebration (April 13, 2017).
7. Provide feedback to your division coordinator regarding campaign successes and strategies.

### **Campaign Volunteer**

*Committed storyteller, conveying the message and cause of the YMCA when raising contributions through personal visits on behalf of the Annual Support Campaign.*

Responsibilities:

1. Make a personally meaningful gift to the campaign.
2. Ask others to give to the Annual Support Campaign.
3. Report Campaign progress to your Team Captain at your branch.
4. Attend the Victory Celebration (April 13, 2017).
5. Provide feedback to your Team Captain regarding campaign successes and strategies.