

Annual Support Campaign VOLUNTEER RECRUITMENT

Volunteers are at the very center of the YMCA's Annual Support Campaign. By leveraging their passion and understanding of the Y's programs and the impact we have, volunteers help to share our cause through their personal and professional networks throughout the community. Volunteers help open doors, shine a light on new supporters, and bring a unique perspective to our fundraising efforts.

From year to year, the timeline for volunteer recruitment and the required positions will remain consistent. Please feel free to share this information in your recruitment efforts.

Volunteer Recruitment Outline

August: Fill out the enclosed worksheet to help you brainstorm who would be outstanding campaign leaders. Invite your prospective campaign leaders meet one-on-one to ask them to lead a specific section of the campaign. Give them a full job description of what you are asking of them and a volunteer commitment form. If you can, get their commitment on the spot. If they need to think it through, that's okay! Be sure to follow up with them within 48 hours or another timeline you agree upon. Repeat this process until all your leadership positions are filled (Overall Campaign Chair, Community Campaign Coordinator, Major Gifts, Coordinator, Board Campaign Coordinator, Staff Campaign Coordinator and Spirit Captain).

Once you have their commitments, be sure to add them as a campaigner in Daxko.

September: Bring volunteer leadership into the conversation around developing strategies for prospect development, events and outreach throughout the Annual Support Campaign. If you plan to have a Campaign Cabinet meeting, feel free to invite Kate Noonan to attend and meet your volunteers.

October through December: Continue to build out the infrastructure for your Campaign. Each Division Coordinator will recruit Team Captains who will be responsible for a set amount of the overall goal for their division. Those Team Captains will recruit additional volunteers and divide that goal among their team members. It looks like this:



From here, the coordinators should recruit their team captains. Each Team Captain should then fill their team with Campaign Volunteers.

Not sure this campaign structure will work for your center? Feel free to think of new and creative ways to leverage your volunteers. Keep in mind that more volunteers championing the cause can help increase the number of prospects and asks your campaign can make.

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:

- Make a personally meaningful gift to the campaign.
- Ask others to give to the Annual Support Campaign.
- Personally enlist volunteers for each sector of the campaign (Board, Staff, Community, and Major Gifts).
- Regularly connect with the campaign division coordinators (Board, Staff, Community, and Major Gifts) regarding campaign needs and updates.
- Preside over all appropriate meetings for the ASC at your location and attend ASC events including:
 - ASC Training at your center
 - Association-wide Kickoff Celebration and center-specific Kickoff (if applicable)
 - Association-wide Volunteer Thank You Party
 - ASC Feedback and Evaluation Discussion at your center
- Actively solicit major prospects during the campaign.
- Motivate and monitor progress of the overall campaign at your location.
- Present to the branch board of directors regarding ASC progress.
- Participate in a campaign evaluation/debrief session at the conclusion of the campaign.

Community Campaign Coordinator

Recruits, leads and motivates the 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:

- Make a personally meaning gift to the campaign.
- Ask others to give to the Annual Support Campaign.
- Personally enlist a team of leaders for the Community Campaign Division at your branch.
- Regularly connect with your team regarding processes and needs.
- Report campaign progress to the Campaign Chair at your branch.
- Promote attendance for the Volunteer Celebration at the end of the community phase of the campaign.
- Provide feedback to the Campaign Chair regarding campaign successes and strategies.
- Attend ASC events including:
 - ASC Training at your center
 - Association-wide Kickoff Celebration and center-specific Kickoff (if applicable)
 - Association-wide Volunteer Thank You Party
 - ASC Feedback and Evaluation Discussion at your center

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:

- Make a personally meaningful gift to the campaign.
- Ask others to give to the Annual Support Campaign.
- Personally enlist a team of volunteers for the Major Gifts Division at your branch.
- Regularly connect with your team regarding processes and needs.
- Report Campaign progress to the Campaign Chair at your branch.
- Provide feedback to the Campaign Chair regarding campaign successes and strategies.
- Attend ASC events including:
 - ASC Training at your center
 - Association-wide Kickoff Celebration and center-specific Kickoff (if applicable)
 - Association-wide Volunteer Thank You Party
 - ASC Feedback and Evaluation Discussion at your center

Board Campaign Coordinator

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

Responsibilities:

- Make a personally meaningful gift to the campaign.
- Ask board members to give to the Annual Support Campaign.
- Personally enlist a team of volunteers for the Board Campaign Division at your branch.
- Regularly connect with your team regarding processes and needs.
- Report Campaign progress to the Campaign Chair at your branch.
- Provide feedback to the Campaign Chair regarding campaign successes and strategies.
- Attend ASC events including:
 - ASC Training at your center
 - Association-wide Kickoff Celebration and center-specific Kickoff (if applicable)
 - Association-wide Volunteer Thank You Party
 - ASC Feedback and Evaluation Discussion at your center

Staff Campaign Coordinator

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

Responsibilities:

- Make a personally meaningful gift to the campaign.
- Ask staff members to give to the Annual Support Campaign.
- Personally enlist a team of staff members for the Staff Campaign Division at your branch.
- Regularly connect with your team regarding processes and needs.
- Report Campaign progress to the Campaign Chair at your branch.
- Provide feedback to the Campaign Chair regarding campaign successes and strategies.
- Attend ASC events including:
 - ASC Training at your center
 - Association-wide Kickoff Celebration and center-specific Kickoff (if applicable)
 - Association-wide Volunteer Thank You Party
 - ASC Feedback and Evaluation Discussion at your center

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:

- Make a personally meaningful gift to the campaign.
- Ask others to give to the Annual Support Campaign.
- Personally enlist a team of staff or board members and/or volunteers for your assigned division at your branch.
- Regularly connect with your team regarding processes and needs.
- Report Campaign progress to your division coordinator at your branch.
- Provide feedback to your division coordinator regarding campaign successes and strategies.
- Attend ASC events including:
 - ASC Training at your center
 - Association-wide Kickoff Celebration and center-specific Kickoff (if applicable)
 - Association-wide Volunteer Thank You Party
 - ASC Feedback and Evaluation Discussion at your center

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:

- Make a personally meaningful gift to the campaign.
- Ask others to give to the Annual Support Campaign.
- Report Campaign progress to your Team Captain at your branch.
- Provide feedback to your Team Captain regarding campaign successes and strategies.
- Attend ASC events including:
 - ASC Training at your center
 - Association-wide Kickoff Celebration and center-specific Kickoff (if applicable)
 - Association-wide Volunteer Thank You Party
 - ASC Feedback and Evaluation Discussion at your center

A Campaign Chair should...

1. Have the capacity to make a substantial gift. (Remember, 'substantial' is relative to the donor.)
2. Be a recognizable and respected individual in the community.
3. Have a connection to our cause.
4. Follow through.

Does my campaign chair have to be a current board member?

The short answer is, no. An excellent Campaign Chair may or may not be someone currently involved with your branch. **The Campaign Chair should be a signal to the community that our cause is worth supporting.** If the above qualities are already found in someone serving on your board, great! If not, great! You have the opportunity to share your story and cause even deeper in the community – only good things can come from this.

Okay, so how do I ask someone to take on this important part of the campaign?

By now, you hopefully have a few names in your mind that may be good to approach for this task. Follow these step by step tasks, and you're sure to land the perfect person for the role.

1. Write down a **list of 5 names**. These people should have the characteristics listed above.
2. **Visit with your board chair** to talk through this list. Do they have any other names to add? Remember, it's okay to think beyond who is currently involved with the Y.
3. Along with your board chair, **prioritize the list** and decide who to approach first and how. Do you know this person? Do you need to contact a colleague who does to help open the door? Set the strategy and leave the meeting with your board chair with tasks assigned.
4. **Set the meeting** with your potential Campaign Chair.
5. When you visit with them, take along your board chair and talk generally about your location and share some mission moments. **Listen to what they are involved in** and passionate about. Find a connection between their passion and the Y and talk about that. Finally, talk about the upcoming campaign and **ask for their advice** on how best to engage the community in your cause. Thank them for their time.
6. After the meeting, **debrief with your board chair** and decide if you think your #1 choice is truly the best option given the conversation had. If so, continue on to step 7. If not, revisit your list, looking at the #2 choice and go back to step 4. (Note: if you feel it is appropriate to ask for their commitment during this first meeting, go for it! This could very well be okay to do if you already have a relationship with this person.)
7. Once you and your board chair have agreed on who you think is the best fit and you have visited with them, **make the ask**. This is best done in person. Ask for a brief visit, letting them know you have thought a lot about what they had to say during your first encounter and ask them for another half hour of their time. When you sit down with them, get straight to the point. **Show up hopeful** that they will accept your offer and invite them to Chair your Campaign Cabinet. Lay out your base goals for the Campaign and let them know they will play a significant part in helping to set additional goals and other campaign cabinet members. If they agree, **get their commitment in writing** and take that commitment card with you.
8. Schedule a follow-up meeting for them to get to know your board, if they are not a member. Thank them for their time and leave them feeling energized and supported.

So, my Campaign Chair is committed, what now?

First, take a moment to **celebrate** this accomplishment. If you have truly taken the time to vet your Campaign Chair choice, you've just completed the most challenging part of the campaign! Bravo!

Second, begin to frame out your plan for the Annual Support Campaign with your chair. What will your team structure look like? How do you want to approach goal setting for teams and individuals? What, if any meetings or center-specific events do you want to plan?

NOTE: The Campaign Chair should be secured no later than the last Friday in August.

Campaign Cabinet Leadership Members should...

1. Have the capacity to make a substantial gift. (Remember, 'substantial' is relative to the donor.)
2. Be a recognizable and respected individual in the community.
3. Have a connection to our cause.
4. Follow through.

Do Campaign Cabinet Members have to be on the board/staff?

The short answer is, no. Excellent Campaign Cabinet Members may or may not be someone currently involved with your branch. The only exception to this is your Staff Campaign Coordinator. This individual should be a well-respected staff member willing and able to engage their peers in the cause.

Campaign Cabinet Members should be a signal to the community that our cause is worth supporting. If the above qualities are already found in someone serving on your board or staff, great! If not, great! You have the opportunity to share your story and cause even deeper in the community – only good things can come from this.

Okay, so how do I ask someone to take on a Campaign Cabinet Member role?

By now, you hopefully have a few names in your mind that may be good to approach for this task. Follow these step by step tasks, and you're sure to land the perfect person for the role.

1. Write down a **list of 2-3 names per cabinet position**. These people should have the characteristics listed above.
2. **Visit with your Campaign Chair** to talk through this list. Do they have any other names to add? Remember, it's okay to think beyond who is currently involved with the Y.
3. Along with your board chair, **prioritize the list** and decide who to approach first and how. Do you know this person? Do you need to contact a colleague who does to help open the door? Set the strategy and leave the meeting with your board chair with tasks assigned.
4. **Set meetings** with your potential Cabinet Members.
5. When you visit with them, take along your Campaign Chair when possible, talk generally about your location and share some mission moments. **Listen to what they are involved in** and passionate about. Find a connection between their passion and talk about that. Finally, talk about the upcoming campaign and ask for their advice on how best to engage the community in your cause. Thank them for their time.
6. After the meeting, debrief with your Campaign Chair and decide if you think your #1 choice is truly the best option given the conversation had. If so, continue on to step 7. If not, revisit your list, looking at the #2 choice and go back to step 4. (Note: It may be absolutely appropriate to ask the potential cabinet member to take on their role during this first meeting. If so, go for it!)
7. Once you and your Campaign Chair have agreed on who you think is the best fit and you have visited with them, **make the ask**. This is best done in person. Ask for a brief visit, letting them know you have thought a lot about what they had to say during your first encounter and ask them for another half hour of their time. When you sit down with them, get straight to the point. **Show up hopeful** that they will accept your offer and invite them to a specific position on the Campaign Cabinet. Lay out your base goals for the Campaign and let them know they will play a significant part in helping to set additional goals for their sector of the campaign and recruit volunteers. If they agree, **get their commitment in writing** and take that commitment card with you.
8. Repeat the process until the Campaign Cabinet is fully committed.

So, my Campaign Chair is committed, what now?

First, take a moment to **celebrate** this accomplishment. If you have truly taken the time to vet your Cabinet choices, you've just completed one of the most challenging parts of the campaign! Bravo!

Second, if you haven't already done so, **be sure to invite all cabinet members to the planning session.**

NOTE: The Campaign Cabinet should be secured no later than the last Friday in August.

A Campaign Chair should...

1. Have the capacity to make a substantial gift.
2. Be a recognizable and respected individual in the community.
3. Have a connection to your cause.
4. Follow through.



Campaign Chair Short List...

1. _____

2. _____

3. _____

4. _____

Plan your ask

1. Reference the Recruiting Sheet to plan your conversation.
2. Schedule your meeting.

Shortlist #1 Meeting Date _____

Reply: Yes No

Shortlist #2 Meeting Date _____

Reply: Yes No

Shortlist #3 Meeting Date _____

Reply: Yes No

Shortlist #4 Meeting Date _____

Reply: Yes No

Shortlist #5 Meeting Date _____

Reply: Yes No



Congratulations on securing your Campaign Chair!

Be sure to invite your new Campaign Chair to the Campaign Cabinet Workshop!

With the support of your Campaign Chair, move on to recruiting the rest of your Campaign Cabinet!



Do not move forward until your Campaign Chair is secured! Campaign Chairs should be a part of the process going forward.

A Campaign Cabinet Members should...

1. Have the capacity to make a substantial gift.
2. Be a recognizable and respected individual in the community.
3. Have a connection to your cause.
4. Follow through.

**Board
Campaigner
Coordinator**

1. _____

2. _____

**Community
Campaign
Coordinator**

1. _____

2. _____

**Staff
Campaigner
Coordinator**

1. _____

2. _____

**Campaign
Spirit
Captain**

1. _____

2. _____

**Major Gifts
Coordinator**

1. _____

2. _____

Refer to the "Recruiting Campaign Cabinet Members" info sheet for step-by-step instructions on how to best decide who to recruit! Campaign Cabinet Members should all be secure absolutely no later than the last Friday in August!