

Campaigner

DESCRIPTION OF RESPONSIBILITIES

PURPOSE

To be a storyteller and convey the positive impact of programs and services in the community on behalf of the YMCA. To act as a YMCA ambassador in interpreting the goals and programs of the YMCA. To make calls and/or visits with YMCA members and friends for the purpose of raising contributed funds that will result in the attainment of your individual and team goal.

RESPONSIBILITIES

1. Make a personal gift to the campaign commensurate with personal capacity.
2. Make the time commitment necessary to ensure a successful campaign and agree to work within the campaign structure and procedures. About 8-12 hours total during the 6 week volunteer activity.
3. Attend one of the training sessions to become informed about the YMCA story and best practices.
4. Turn in your preferred prospect sheet for clearance at your branch.
5. Make personal calls on cleared /assigned prospects telling the YMCA story and asking for a contribution to the campaign.
6. Return all pledge forms with results noted weekly.
7. Attend Kick-off and Victory Events.
9. Celebrate with your team at the Victory Event.

END RESULTS

- Successfully reach the campaign goal.
- Satisfaction that you have made a difference in the lives of the children and families in our community.

KEY CAMPAIGN DATES NEEDING YOUR ATTENDANCE

Campaigner Training	Jan. 25 - Feb. 8, 2021
Community Campaign Kick-off Event	Feb. 11, 2021
Community Campaign ends	March 26, 2021