



**YMCA of Greater Louisville  
Northeast District YMCAs Position Description**

**ANNUAL CAMPAIGN: CAMPAIGNER**

**PURPOSE**

The Annual Campaign is the YMCA of Greater Louisville's concentrated, six-week fundraising effort that ensures each branch within the Association and the organization as a whole has enough contributed funds to extend valuable programs and services to all, which ultimately serves to strengthen our community, one person at a time.

**CAMPAIGN COMPRISED OF**

Annual Campaign Chair and Co Vice Chairs, Team Leaders, Campaigners and Staff Coaches; approximately 150 volunteers in all. The District Executive Director and Associate Executive Director serves as Staff Coaches to the Campaign Chairs and other highly involved staff members serve as Staff Coaches on each respective Division.

**PERSONAL ATTRIBUTES**

The YMCA will accomplish its purpose when its leaders, volunteers and fundraisers demonstrate a strong desire to strengthen the foundation of our community through the organization. Campaigners are usually active members of a YMCA or the Greater Louisville community, respected citizens, strong advocates with an interest in the programs and objectives of the Y and have a willingness to be informed and enthusiastic about the YMCA of Greater Louisville, specifically Northeast District Ys and their philanthropic efforts.

**PHILANTHROPY**

Philanthropy is a core component of the YMCA's charitable purpose and enhances the organization's ability to achieve its Mission. Therefore, campaigners are asked to both give and get financial support for the organization and serve as advocates in the community through campaign efforts.

**TIME COMMITMENT / ROLE**

Primarily, Campaigners are asked to attend a one-time training where they will get the tools they'll need and identify prospective donors and/or previous donors, attend a kick-off dinner and share what impact the Y is making in our own community through the course of the campaign in an attempt to raise awareness and contributed funds. Team Leaders and Staff Coaches will support their Campaigners as they move through this process. You'll also see weekly updates to stay current on progress until campaign end. It's for a serious cause but is a REALLY FUN time!

**TIMELINE**

**CAMPAIGNER RECRUITMENT** (Dec - Jan) Each Team Leader has a goal of recruiting the help and financial support of 2 campaigners. Know of anyone who might join you in your fundraising efforts? Just let your Team Leader know.

**CAMPAIGNER TRAININGS** There are four training times to choose from, with each lasting 1 ½ hrs at the very most. They will be held at Northeast Family YMCA.

**CAMPAIGN KICK-OFF** (February) All campaign volunteers are invited and encouraged to attend this inspiring and exciting event and rally around each other.

**CAMPAIGN ENDS** (March) All campaigners will be working to make our branch goal by this date.

**ANNUAL DISTRICT VOLUNTEER APPRECIATION DINNER** (April) This is a time where we celebrate our good work and the impact that our volunteers are making on the community.

**THANK YOU FOR YOUR SUPPORT OF THE MISSION OF THE Y!**