

JOB DESCRIPTION CAMPAIGNER

YMCA Camp Erdman

2012 Annual Support Campaign (ASC)- *DRAFT*

Position: Campaigner

Responsibility: Commit to share with 8 to 10 other people the impact of Y Camp Erdman, raising both funding and awareness to support camperships, scholarships, the international program and the military related camp programs. The financial goal for you as a volunteer role is \$1,000 which includes your personal goal. The actual campaign (when donations should be solicited) will run between February (Kickoff date TBD) and April 30, 2012.

Reports To: ASC Team Captain

Specific Duties:	Dates
1. Commit yourself to a successful Annual Support Campaign for the YMCA Camp Erdman	Prior to Thanksgiving.
2. A letter in January will be mailed out to all people in our Camp database, including the names of prospective donors you submitted. This letter will announce that you will be connecting with them. This way those donors you requested will anticipate your call and look forward to hearing from you.	January
3. Request in advance, clearance to call on prospective donors (companies/individuals). This prevents donors from being called on multiple times and gives the ASC credibility. <i>(We suggest submitting names of companies/individuals no later than end of January)</i>	On-Going
4. Contribute a personal gift commitment by:	Kick-Off
5. Set-up your individual personal campaigner web-page to accept donations online	January- TBA
6. Attend one of the training sessions: Thur, Jan 26 th , 6:00-7:30 PM, at Metro YMCA 3 rd Floor Offices (Dinner 5:30) Sat, Jan 28 th , 10:30 AM-12:00 PM at YMCA Camp Erdman (Lunch 12:00) Thur, Feb 2 nd , 6:00-7:30 PM, at Metro YMCA 3 rd Floor Offices (Dinner 5:30)	
7. Attend the Kick-Off Dinner. Kualoa Ranch (Arrive 5:30-6:30 PM. Done by 8:00 PM)	Thurs, Feb 9, 2012
8. Work names of people you submitted (in #2) and secure pledges/donations necessary to reach/exceed your individual/team/division/campaign goals.	Kick-Off to End Campaign
9. Turn in pledges, checks, and money on a monthly basis so an accurate report on our collective progress can occur. All cards including declines are counted. All cards including declines are counted. Turn-ins can be dropped off, mailed or given to the captains or other members of the teams or literally called in.	Thursday, Feb 23 rd Thursday, March 8 th Wednesday, March 21 st At Victory/Appreciation Celebration
10. Participate in campaign cleanup (Phone-a-thon) to insure that all cards are worked and the goal is reached or exceeded. Depending on the number of cards needing to be called we will set up between 1 to 3 nights at the Metro YMCA. Dinner will be provided as well as training.	(Dinner 5:30 both nights) Tuesday, March 27, 6-8 PM Thur, March 29 th , 6-8 PM
11. Personally attend the Victory Report and Appreciation Celebration, confirming entertainment and camp dates. TBA. Final opportunity to submit all cards.	April, (TBD) 2012
12. Submitting an evaluation of our 2012 Campaign.	May, 2012