



YMCA of Greater Oklahoma City
2010 Strong Kids Campaign

Campaign Chair
Branch Campaign Goal: \$
Association Wide Campaign Goal: \$

Criteria: An individual whose identification with the campaign will increase its significance in the mind of the public-at-large and among those who will be called upon to make significant commitments to the campaign. A person who has a genuine appreciation for the YMCA, can articulate its need, and has the capacity to make a significant gift.

Basic Responsibilities: To provide strong, motivational leadership for campaign volunteers organized to achieve the Branch goal of \$_____ and the Association wide campaign goal of \$_____; to serve as the campaign's spokesperson for the Branch.

Time Frame: April 2009 - March 2010

Specific Tasks:

- Serve as chair of the Branch's campaign, presiding at all campaign meetings, providing leadership to Branch campaign.
- Recruit and work with the Vice Chair and the Leadership Gifts Chair(s), who will coordinate solicitation of Council members.
- Recruit, work with and lead the Branch Campaign Cabinet to determine campaign goals, and general plan for the Branch.
- Recruit and work with Branch Campaigners who assist in identifying, selecting, evaluating and assigning prospects.
- Personally select and solicit a minimum of five (5) Council members or other Chairman's Club prospects.
- Present the YMCA campaign story to selected individuals, businesses and organizations.
- Maintain contact with the Campaign Division and Team Leaders to report progress and timely contact with prospects.
- Make a generous personal and/or company commitment to the campaign establishing a clear standard for others in the campaign to follow.
- Be enthusiastic and committed to the success of the campaign.



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Leadership Gifts Chair
Branch Campaign Goal: \$
Association Wide Campaign Goal: \$

Criteria: An individual who has a genuine appreciation of the YMCA, can articulate its need and has the capacity to make a significant gift.

Basic Responsibilities: To provide strong, motivational leadership for the Council members and to help achieve the Branch goal of \$_____.

Time Frame: October 2009 - November 2009* (see campaign calendar for details)

Specific Tasks: Work with the Campaign Vice-Chair in identifying, selecting, evaluating, assigning and soliciting Council members and other Circle of Friends prospects.

Make a generous personal and/or company commitment to the campaign establishing a clear standard for others in the campaign to follow.

Present the YMCA campaign story to selected individuals, businesses and organizations.

Be enthusiastic and committed to the success of the campaign.

****Leadership Gifts Chair may be called on throughout the duration of the campaign to secure outstanding Council member's gifts.***



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Circle of Friends Chair
Branch Campaign Goal: \$
Association Wide Campaign Goal: \$

Criteria: An individual who has a genuine appreciation of the YMCA, can articulate its need and has the capacity to make a significant gift.

Basic Responsibilities: To provide strong, motivational leadership for the Council members and to help achieve the Branch goal of \$_____.

Time Frame: October 2009 - March 2010

Specific Tasks: Work with the Campaign Chair and Vice-Chair in identifying, selecting, evaluating, assigning and soliciting Council members and other Circle of Friends prospects.

Make a generous personal and/or company commitment to the campaign establishing a clear standard for others in the campaign to follow.

Present the YMCA campaign story to selected individuals, businesses and organizations.

Be enthusiastic and committed to the success of the campaign.



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Campaign Vice-Chair
Branch Campaign Goal: \$
Association Wide Campaign Goal: \$

Criteria: An individual whose identification with the campaign will increase its significance in the mind of the public-at-large and among those who will be called upon to make significant commitments to the campaign. A person who has a genuine appreciation for the YMCA, can articulate its need and has the capacity to make a significant gift.

Basic Responsibilities: To provide strong, motivational leadership for campaign volunteers organized to achieve the Branch campaign goal of \$_____ and the Association wide goal of \$_____.

Time Frame: July 2009 - March 2010 (see campaign calendar for details)

Specific Tasks: In the absence or at the request of the Campaign Chair, preside at campaign meetings and maintain periodic contact with Council members, Division Leaders and Team Leaders to monitor and encourage timely contact with donors and prospective donors.

Work with the Campaign Chair to recruit and work with the Campaign Cabinet to determine the campaign goals and general plan for the Branch.

Assist the Campaign Chairman in recruiting Campaigners to help in identifying, selecting, evaluating and assigning prospects.

Assist the Leadership Gifts Chair in identifying, selecting, evaluating, assigning and soliciting Council members and other Circle of Friends prospects.

Personally select and solicit a minimum of five (5) prospects.

Present the YMCA campaign story to selected individuals, businesses and organizations.

Make a generous personal and/or company commitment to the campaign establishing a clear standard for others in the campaign to follow.

Prepare to assume the duties of Campaign Chairman in 2010.

Be enthusiastic and committed to the success of the campaign.



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Division Leader
Division Goal:
Branch Campaign Goal: \$
Association Wide Campaign Goal: \$

Criteria: A person who has a genuine appreciation for the YMCA, can articulate its need and has the capacity to make a significant gift.

Basic Responsibilities: To provide strong, motivational leadership for the Division Team members ensuring that their division's financial goal is met.

Time Frame: November 2009 - March 2010 (see campaign calendar for details)

Specific Tasks: Lead Division Team members in identifying, selecting, evaluating, assigning and soliciting campaign prospects.

Personally select and solicit a minimum of five (5) campaign prospects.

Make a generous personal and/or company commitment to the campaign establishing a clear standard for others in the campaign to follow.

Present the YMCA campaign story to selected individuals, businesses and organizations.

Be enthusiastic and committed to the success of the campaign.



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Team Leader
Team Goal:
Branch Campaign Goal: \$
Association Wide Campaign Goal: \$

Criteria: A person who has a genuine appreciation for the YMCA, can articulate its need and has the capacity to make a significant gift.

Basic Responsibilities: Provides strong, motivational leadership for the volunteer campaigners within a specific team ensuring that their team's financial goal is met.

Time Frame: November 2009 - March 2010 (see campaign calendar for details)

Specific Tasks: Recruit 5 to 7 volunteer team members to act as campaign volunteers who will solicit assigned prospects.

Assist in the identification, selection, evaluation, assignment and solicitation of campaign prospects.

Personally select and solicit a minimum of five (5) campaign prospects.

Report team progress weekly throughout the campaign.

Make a generous personal and/or company commitment to the campaign establishing a clear standard for others in the campaign to follow.

Present the YMCA campaign story to selected individuals, businesses and organizations.

Be enthusiastic and committed to the success of the campaign.



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Team Member

Team Goal:

Branch Campaign Goal: \$

Association Wide Campaign Goal: \$

Criteria: A person who has a genuine appreciation for the YMCA, can articulate its need and has the capacity to make a significant gift.

Basic

Responsibilities: Share the YMCA story with others in an effort to secure their financial support for the YMCA Strong Kids Campaign

Time Frame: January 2010 - March 2010 (see campaign calendar for details)

Specific Tasks: Solicit assigned prospects within your designated business area/industry.

Assist in the identification, selection, evaluation, assignment and solicitation of campaign prospects.

Personally select and solicit a minimum of five (5) campaign prospects.

Make a generous personal and/or company commitment to the campaign establishing a clear standard for others in the campaign to follow.

Present the YMCA campaign story to selected individuals, businesses and organizations.

Be enthusiastic and committed to the success of the campaign.