



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

Annual Giving Campaign (AGC) Volunteer Chair/Co-Chair YMCA of Middle Tennessee Roles and Responsibilities

Commitment Timeframe: August – May (All AGC Chairs/Co-Chairs are encouraged to participate in two year “terms” for consistency and succession planning, ideally serving one year in the Co-Chair role and one year in the Chair role)

Annual Giving Campaign Leadership:

- Volunteer
 - **Association AGC Chair – Jacky Akbari**
 - Association Volunteer Leader for the Annual Giving Campaign
 - Gives updates on AGC at Association Board Meetings
 - Works with Association Board/Office on top asks/prospects
 - Attends Major Gifts Kickoff Meeting
 - Attends, when available, center/program AGC Chair/Co-Chair monthly calls
 - Co-signs bi-weekly campaign email communication
 - **Association Vice-Chair – Jennifer Hart**
 - Fills in for AGC Chair when applicable
 - Leads center/program AGC Chair/Co-Chair group
 - Attends Major Gifts Kickoff Meeting
 - Contributes to agenda for AGC Chair/Co-Chair calls
 - Contributes to post-campaign survey of AGC Chairs/Co-Chairs
 - Co-signs bi-weekly campaign email communication
 - **Association Past Chair – Tony Wall**
 - Provides feedback/supportive as needed
 - Assists with targeted asks
 - Communicates campaign progress to Foundation Board
 - Assists with identification of future AGC leaders
 - Volunteer Stewardship
 - Attends Major Gifts Kickoff event
- Staff
 - **Chief Development Officer – Julie Sistrunk**



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

- Works with AGC Chair on targeted asks and prospects
- **Association Major & Legacy Giving Director – Holland Youngblood**
 - Works with AGC Chair and Past Chair on targeted asks and prospects
 - Works with Past Chair on reporting to Foundation Board
- **Executive Director of Annual Giving – Michael Draper**
 - Works with AGC Chair, Vice-Chair, Past Chair and center/program Chairs for work and progress made on Annual Giving Campaign

Key Dates:

Monthly Meetings: September – April; Calendar Invites to come.

August – **No Meeting; Solidify Chair and Co-Chair roles**

Thursday, September 22 @ 7:30a – **Meeting Agenda:** Welcome, Introductions and Review of Roles and Responsibilities

Thursday, October 27 @ 7:30a – **Meeting Agenda:** Staff Appreciation and Preparation for Board Campaign

Thursday, November 3 – **No meeting to focus on Board Campaign asks and Major Gift Campaigner assignments**

Thursday, December 1 @ 7:30a – **Meeting Agenda:** Board Campaign and Major Gift Campaigner updates

Thursday, January 12 – Major Gifts University and Major Gift Campaigner Training (Location and Time are TBD)

Thursday, February 2 @ 7:30a – **Meeting Agenda:** TBD

Thursday, March 2 @ 7:30a – **Meeting Agenda:** TBD

Thursday, March 23 @ 7:30a – **Meeting Agenda:** TBD

Thursday, April 27 – Celebration Meeting (Time and Location are TBD)



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

Center AGC Chair/Co-Chair Positions Summary:

AGC Chair: The AGC Chair will assist the center/program Board Chair, Executive Director and leadership staff to ensure a successful campaign and provide strong leadership for other board members and volunteers.

AGC Chair Responsibilities and Keys to Success:

- **Give Time, Talent and Treasure**
 - Make a personally significant gift to the Annual Campaign
 - Attend 80-100% of the AGC Chair monthly meetings
 - Attend regularly scheduled center/program board meetings and give progress reports to other key volunteers
 - Attend the September Board Campaign Training conducted by the Philanthropy Department – this will take place during your center/program board meeting in September.
 - Attend Major Gifts University/Campaigner training on January 12.
 - Support the Board Chair and Executive Director with donations from fellow board members
 - Help identify, cultivate and solicit prospective donors throughout the Major Gifts Campaign by serving as a Major Gifts Campaigner

AGC Co-Chair: The AGC Co-Chair will assist the AGC Chair and fill in whenever necessary to help with the campaign. This position will spend the first year learning more about the Annual Campaign and about the role.

AGC Co-Chair Responsibilities and Keys to Success:

- **Give Time, Talent and Treasure**
 - Make a personally significant gift to the Annual Campaign
 - Attend at least 50% of the AGC Chair monthly meetings and/or fill in when the Chair cannot be present
 - Attend regularly scheduled center/program board meetings and, if necessary due to AGC Chair's absence, give progress report to other volunteers
 - Attend the September Board Campaign Training conducted by the Philanthropy Department – this will take place during your center/program board meeting in September.
 - Assist center/program leadership staff on ways to steward and thank staff donors and board donors
 - Help identify, cultivate and solicit prospective donors throughout the Major Gifts Campaign by serving as a Major Gifts Campaigner.