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**2023 Community Campaign Best Practices**

**Planning and Targets**

* February: Community Campaign details discussed at Leadership Staff Meeting and Executive Director of Annual Giving
* March 3: Community Campaign Toolkit Items in-hand
* March 8: Community Campaign Campaigner Training I (link coming soon!)
* March 15: Community Campaign Campaigner Training II (link coming soon!)
* March 25: 50% of Community Campaign Achieved
* April 1: 75% of Community Campaign
* April 7: 100% of Community Campaign and AGC

**Community Campaign Toolkit Items**

* Lobby Thermometer
* Community Campaign Campaigner Forms
* Case for Support Documents
* Cause Cards (Learn, Grow and Thrive)
* Program Info Docs (ABC, Full Circle, Spirit Mind Ministry, CCE)
* “I Donated” Stickers
* Members Helping Members T-Shirts
* Recognition Cards
* Group Exercise Instructor Scripts
* Personal Trainer Email Script
* YPLAY/SAS Coloring Pages

**Schedule**

* **March 20 – 26: Strengthening Our Core Campaign**
  + Community Renewals
  + Wellness/Group Fitness/Personal Training
  + Membership
* **March 27 – April 2: Growing with Our Families Campaign**
  + YPLAY
  + YAC
  + Teens
  + SAS
  + Seniors/AOA
* **April 3 – 7: Sharing Our Impact Campaign**
  + Community Renewals
  + Program Participants (Youth Sports, Day Camp, Swim Lessons, Full Circle)
  + New Donor Prospects

**Strategy**

* February
  + Setup Community Campaign Training with Executive Director of Annual Giving at leadership staff meeting.
  + Recruit campaigners and schedule one of the two campaigner trainings
* March
  + Campaigners attend one of the two campaigner trainings
  + Assign campaigners to renewal donors and/or new prospects
  + Engage full and part time staff with information regarding the campaign timeline and any resources they need to be successful (i.e. – wellness instructor scripts for group exercise classes)
  + Develop strategy for each week of Community Campaign
* April
  + Follow up with all previous donors and/or prospects and finish strong!

**Resources**

* Community Campaign Campaigner Forms: Coming Soon!
* Program Participants Email: This will be sent through Emma in late March to any non-donor program participants and will be coming from each Executive Director
* AGC Resources Website: <https://www.ymcamidtn.org/annual-giving-campaign>
* Center Specific Impact Pages:
  + <https://www.ymcamidtn.org/bellevue-impact>
  + <https://www.ymcamidtn.org/brentwood-impact>
  + <https://www.ymcamidtn.org/christ-church-impact>
  + <https://www.ymcamidtn.org/clarksville-impact>
  + <https://www.ymcamidtn.org/donelson-hermitage-impact>
  + <https://www.ymcamidtn.org/downtown-impact>
  + <https://www.ymcamidtn.org/franklin-impact>
  + <https://www.ymcamidtn.org/green-hills-impact>
  + <https://www.ymcamidtn.org/margaret-maddox-impact>
  + <https://www.ymcamidtn.org/northwest-impact>
  + <https://www.ymcamidtn.org/north-rutherford-impact>
  + <https://www.ymcamidtn.org/robertson-county-impact>
  + <https://www.ymcamidtn.org/sumner-county-impact>