



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

Annual Giving Campaign (AGC) Volunteer 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 – Brian Taylor**
 - 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, when available, center/program AGC Chair/Co-Chair monthly calls
 - 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
- Staff
 - **Chief Development Officer – Julie Sistrunk**
 - 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 – Ronald Gooch, Jr.**
 - Works with AGC Chair, Vice-Chair, Past Chair and center/program Chairs for work and progress made on Annual Giving Campaign



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Key Dates:

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

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

Friday, November 15th, 2025 @ 11:15PM – **Meeting Agenda:** Welcome, Introductions and Review of Roles and Responsibilities. Preparation for Board Campaign.

All other monthly meetings are being finalized and will be updated by December 1st, 2024



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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 involve 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.