

Timeline

February 25, 2026	Annual Campaign Kickoff: Stovehouse
March 3, 2026	"Day of Giving" in Conjunction with Y-USA
March 4-8, 2026	"My Y Week" in Local Y Branches
March 25, 2026	Staff & Leadership Campaign Training
March 26-April 4	Community Volunteer Recruitment
April 9-10, 2026	Community Volunteer Training
June 7, 2026	Volunteer Appreciation & Summer Celebration with Trash Pandas
Date TBD (Fall 2026)	End-of-Year Annual Campaign Recognition Event



Campaign Champions

- Staff leadership team (ESLT)
- Responsibilities:
 - Recruit two enthusiastic Y advocates as Team Captains within your member relationships
 - Be the *primary liaison* for your Team Captains (answer questions, accept pledge cards/donations, provide materials, with regular communication and campaign updates)



Team Captains

- Enthusiastic Y advocates from our member/organizational stakeholder communities
- Responsibilities
 - Recruit five team members/campaigners from their community relationships to support their team's fundraising goals
 - Be the *primary liaison* for the campaigners on their teams (answer questions, accept pledge cards/donations for submission to Y leadership, communicate updates)
 - Raise \$6,000 (team)



Campaigners/Community Volunteers

- Enthusiastic friends and family of our Team Captains, willing to serve as Y advocates and leverage their relationships to support our annual campaign
- Responsibilities
 - Tell our Y story, cultivate friends for the Y
 - Attend campaign events, visit Y programs
 - Raise \$1,000

