



Every gift makes a difference.
Everyone has a role to play.
Together, we can achieve so much more.

**California YMCA Youth & Government
2014 Annual Campaign
Section Leader Job Description**

As a Section Leader

- Enlist Team Captains for your section and explain what is expected of them.
- Encourage them to attend the Team Captain Training and the Campaign Kick-Off, and to contact their prospective donors early.
- Maintain weekly contact and actively supervise and motivate your captains!

As a Campaigner

- Commit yourself to a successful campaign and agree to follow procedures, structures and deadlines! (see attached list of key dates)
- Complete and turn in your Commitment Form.
- Make your own pledge first!
- Become familiar with all pertinent campaign material.
- Make the necessary contacts to achieve your goal.
- Attend your division's Kick-Off!
- Report your progress at each deadline on the Campaign calendar.
- Tell the Youth & Government story! We have materials to help you, so don't hesitate to ask the office for whatever you need.
- Complete the pledge card for each donor and ask returning donors for their INCREASED support. Be specific about the method of payment.
- Meet your goal by our Victory Celebration in Sacramento!

We appreciate your TIME, TALENT and TENACITY!