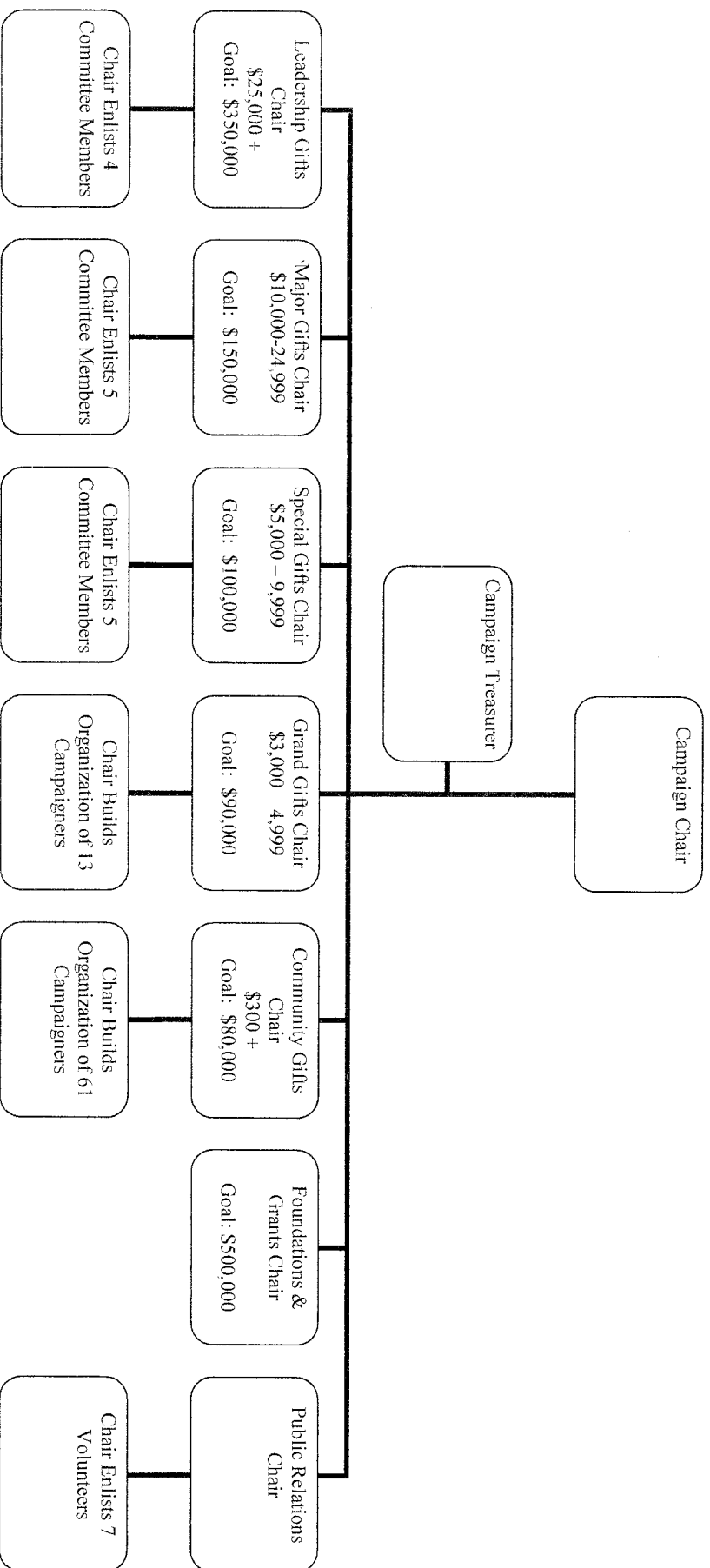


Ber Vaughn Park Pool

Gifts Needed to Raise \$1,200,000
Based On A 3-5 Year Pledge Period

2	Gifts	@	\$	250,000
4	Gifts	@	\$	50,000+
6	Gifts	@	\$	25,000 – 49,999
6	Gifts	@	\$	15,000 – 24,999
6	Gifts	@	\$	10,000 – 14,999
20	Gifts	@	\$	5,000 – 9,999
20	Gifts	@	\$	3,000 – 4,999
20	Gifts	@	\$	1,000 – 2,999
20	Gifts	@	\$	< 1,000

Campaign Organizational Chart



CAMPAIGN CALENDAR
BER VAUGHN POOL
Draft December 2010

2011

July	Photographer Shoots Publicity Photos
September 5	Case Writing Starts
September 12	Campaign Secretary Training
September 12	Campaign Steering Committee Fully Enlisted
September 19	Obtain All Foundation Submission Deadlines
September 19	Approve Campaign Policies
October 3	Campaign Chair Committed
October 10	Start Top Prospect Research Program
October 17	Leadership Gifts Chair Secured
November 1	Prospect Appraisal Committee Enlisted
November 4	Public Relations Chair Enlisted
November 14	Conduct Prospect Appraisal, 12:00
November 21	Public Relations Committee Formed
December 5	Prepare All Division Prospect Lists

2012

January 9	All Campaign Executive Committee Members Enlisted Campaign Treasurer Leadership Gifts Division Chair Major Gifts Chair Special Gifts Chair Grand Gifts Chair Foundation & Government Grants Chair Community Gifts Division Chair
January 23	Leadership Committee Members Committed
January 23	Special Gifts Campaigners Committed
January 29	Public Relations Committee Meeting
January 30	Leadership Division Coaching & Appraisal Session

January 31	First Meeting Of Campaign Executive Committee
February 2	Grand Gifts Division Captains Enlisted
February 5	Kick-Off Leadership Gifts Division
February 6	Kick-Off Special Gifts Solicitation
February 20	Public Relations Committee Meeting
February 20	Leadership Gifts Progress Report
February 27	Major Gifts Report Meeting
February 27	Campaign Executive Committee Meeting
March 5	Major Gifts Team Members Enlisted
March 5	Grand Gifts Team Members Enlisted
March 6	Public Relations Committee Meeting
March 6	Leadership Gifts Progress Report Meeting
March 6	Special Gifts Report Meeting
March 6	Campaign Executive Committee Meeting
March 19	Coach Grand Gifts Campaigners
March 19	Complete Leadership Gifts Solicitation
March 20	Campaign Executive Committee Meeting
April 2	Public Relations Committee Meeting
April 2	Kick Off Grand Gifts Division
April 3	Campaign Executive Committee Meeting
April 16	Public Relations Committee Meeting
April 16	Grand Gifts Progress Report
April 17	Major Gifts Progress Report
April 17	Campaign Executive Committee Meeting
May 7	Public Relations Committee Meeting
May 7	Grand Gifts Progress Report
May 8	Campaign Executive Committee Meeting
May 21	Complete Grand Gifts Solicitation
May 21	Public Relations Committee Meeting

CAMPAIGN CALENDAR (Continued)

2012 (Continued)

June 4	Public Relations Committee Meeting
June 5	Recheck This Calendar
June 5	Campaign Executive Committee Meeting
September 10	Compile File Of 100 Potential Community Gifts Team Members
September 14	Prepare 360 Donor Prospects For Community Gifts Division
September 28	Community Gifts Section Leaders Recruited
October 8	Public Relations Committee Meeting
October 8	Coaching Session For Community Gifts Section Leaders
October 9	Rate The Community Gift Donor Prospects
October 9	Campaign Executive Committee Meeting
October 31	Community Gifts Team Captains Committed
November 5	Public Relations Committee Meeting
November 6	Campaign Executive Committee Meeting
November 30	Community Gifts Division Team Members Recruited
December 3	Public Relations Committee Meeting
December 4	Campaign Executive Committee Meeting

2013

January 7	Public Relations Committee Meeting
January 7	Coach Community Gifts Division Campaigners
January 8	Coach Community Gifts Division Campaigners
January 8	Campaign Executive Committee Meeting
January 16	Coach Community Gifts Division Campaigners
January 17	Coach Community Gifts Division Campaigners

CAMPAIGN CALENDAR (Continued)

2013 (Continued)

January 26	Special Community Awareness Event
January 28	Public Relations Committee Meeting
January 29	Campaign Executive Committee Meeting
January 29	Kick-Off Community Gifts Division Campaign
February 11	Public Relations Committee Meeting
February 12	Community Gifts Report Meeting
February 19	Campaign Executive Committee Meeting
February 19	Community Gifts Report Meeting,
February 26	Community Gifts Report Meeting
March 4	Campaign Executive Committee Meeting
March 10	Public Relations Committee Meeting
March 11	Conduct Campaign Victory Celebration, Recognize Campaigners And Donors
March 25	Campaign Executive Committee Meeting

**BER VAUGHN POOL
CAPITAL CAMPAIGN
JOB DESCRIPTION
COMMUNITY GIFTS CHAIR**

This person will:

1. **Plan, organize and coordinate the Community Gifts organization. The goal of this division is to raise at least \$ 80,000 from about one hundred and twenty (120) donors.**
2. Recruit six (6) Section Leaders as assistants by to conduct the general campaign solicitation.
3. See that Section Leaders successfully recruit eighteen (18) Team Captains by each Captain is to recruit two (2) Team Members.
4. Assist Section Leaders with the coaching of their volunteer campaigners.
5. Hold meetings of Section Leaders to evaluate campaign progress, discuss strategy, and resolve problem areas.
6. Attend Campaign Executive Committee meetings.
7. Attend and preside at Community Gifts report meetings.
8. Make a personal pledge to the campaign.
9. Personally solicit the gifts of the six (6) Section Leaders of this division prior to the Kick-Off.

**BER VAUGHN POOL
CAPITAL CAMPAIGN**

**PUBLIC RELATIONS COMMITTEE'S
JOB DESCRIPTION**

This Committee will:

Develop a plan of public relations and interpretation that will get the pool story before the contributing public in the most effective manner possible.

The Committee should be composed of about ten (10) persons experienced in the fields of public interpretation.

The Borough of Berwick will be the source of publicity releases and clearance of information.

The following is considered in the Public Relations Program:

News Releases

1. Release a news story announcing very general plans for the campaign.
2. Release stories and photos of the leadership as they are recruited.
3. Release a story about the campaign goal.
4. Work with the Campaign Director to create specific plans for disseminating information about the campaign for press, radio, television, special printing, display advertising, etc.

Speakers' Bureau - It will be composed of six (6) or more interested persons.

It will be responsible for the enlisting and making all arrangement for campaign presentations at meetings of various organizations and the securing of group endorsements for the campaign project.

Donor And Campaigner Recognition - This Committee will consider ways to effectively recognize:

- a. The gifts of donors at various levels.
- b. Volunteers at all levels of the campaign.

The recognition program may encompass plaques, trophies, special events, photos, and ceremonies.

Big Campaign Events - This Committee should plan gala events, within budget.

- a. Community Gifts Kick-Off, January 29, 2008 (80 people)
- b. Campaign Victory Celebration, March 11, 2008 (80 people)
- c. Special Event to raise the level of community interest,
- d. Campaigner Appreciation Party

**BERWICK AREA YMCA
CAPITAL CAMPAIGN
JOB DESCRIPTION
GRAND GIFTS CHAIR**

This person will:

1. **Lead the Grand Gifts Division of the campaign. The goal of this division is to raise at least \$ 90,000 from about 30 donors. There will be a list of about one hundred (100) prospective donors.**
2. Enlist four (4) team captains as assistants to conduct the Grand Gifts solicitation.
3. Orient the team captains on campaign purpose, method of implementation and responsibilities.
4. See that each team captain successfully recruits his/her three (3) team members.
5. Assist team captains in training of team members.
6. Attend Grand Gifts Division committee meetings.
7. Preside at Grand Gifts report meetings
8. Make a personal or corporate gift at the Grand Gift level (\$3,000 or more).
9. Personally solicit the gifts of the Grand Gift Division team captains. Seek a Grand Gift from each.
10. Serve as a member of the Campaign Executive Committee and attend the committee meetings tentatively scheduled for:

**BER VAUGHN POOL
CAPITAL CAMPAIGN**

**JOB DESCRIPTION
FOUNDATION & GOVERNMENT GRANTS
COMMITTEE CHAIR**

This person will:

1. **Plan, organize and coordinate the Foundation & Government Grants campaign. The goal of this division is to raise \$ 500,000 from various foundation and government sources.**
2. Call periodically and convene meetings of the top staff to evaluate progress, discuss strategy and resolve problem areas.
3. Attend meetings of the Campaign Executive Committee to report on your committee's progress and to provide advice to other Campaign Executive Committee members.
4. Make a personal gift to the campaign.
5. Complete the initial requests to potential foundation donor sources by _____.

Strong Values For A Strong Community...

**BER VAUGHN POOL
CAPITAL CAMPAIGN
JOB DESCRIPTION
COMMUNITY GIFTS CHAIR**

This person will:

1. **Plan, organize and coordinate the Community Gifts organization. The goal of this division is to raise at least \$ 80,000 from about one hundred and twenty (120) donors.**
2. Recruit six (6) Section Leaders as assistants by to conduct the general campaign solicitation.
3. See that Section Leaders successfully recruit eighteen (18) Team Captains by each Captain is to recruit two (2) Team Members.
4. Assist Section Leaders with the coaching of their volunteer campaigners.
5. Hold meetings of Section Leaders to evaluate campaign progress, discuss strategy, and resolve problem areas.
6. Attend Campaign Executive Committee meetings.
7. Attend and preside at Community Gifts report meetings.
8. Make a personal pledge to the campaign.
9. Personally solicit the gifts of the six (6) Section Leaders of this division prior to the Kick-Off.

**BER VAUGHN POOL
CAPITAL CAMPAIGN
JOB DESCRIPTION
LEADERSHIP GIFTS CHAIR**

1. Plan, organize and coordinate the Leadership Gifts phase of the campaign. "Leadership Gifts" is a selected group of prospects of the highest potential designed to set the pace for the campaign.

Leadership Gifts are \$ 50,000 and higher. They usually are pledges to be paid over five (5) years (\$ 10,000 or more annually).
2. Select and enlist four (4) persons capable of giving at the Leadership level to evaluate the Leadership prospects. These same people will become the solicitation group for the Leadership Gifts Committee and decide among themselves who will call on whom.
3. Review a list of the highest potential prospects.
4. Have the Leadership Gifts prospect committee establish target assessments and make solicitation assignments.
5. Adopt a schedule of solicitation and periodic meetings for evaluation of progress.
6. Attend the regular meetings of the Campaign Executive Committee.
7. Personally solicit some prospects for their gifts.
8. Personally solicit members of the Leadership Gifts Committee for their gifts.
9. Attend and preside at Leadership Gifts Division meetings.

The goal of the campaign is to raise \$1,270,000. The objective of the Leadership Gifts committee is to raise \$350,000 of that goal with about 10 gifts.

**BER VAUGHN POOL
CAPITAL CAMPAIGN
JOB DESCRIPTION
MAJOR GIFTS CHAIR**

This person will:

1. **Lead the Major Gifts Phase of the campaign. The goal of this division is to raise at least \$ 150,000 from about twelve (12) donors.**
2. Enlist five (5) committee members as assistants to conduct the Major Gifts solicitation.
3. Orient the committee members on campaign purpose, method of implementation and responsibilities.
4. Call periodically and convene meeting of the committee members to evaluate progress, discuss strategy and resolve problem areas.
5. Attend Major Gifts Division committee meetings.
6. Makes a personal or corporate gift at the Major Gift level (\$ 15,000 or more).
7. Personally solicits the gifts of the Major Gifts Division committee members. Seeks a Major Gift from each.
8. Serves as a member of the Campaign Executive Committee and attends the meetings.