



Grand Traverse Bay Young Men's Christian Association (YMCA)

3000 Racquet Club Drive, Traverse City, MI 49684

231-933-YMCA (9622) | www.gtbayymca.org | info@gtbayymca.org
newsqtbayymca.blogspot.com

Apply via email with resume, writing samples, 3 references to dave@gtbayymca.org or Dave Eitland, Grand Traverse Bay YMCA, 3000 Racquet Club Drive, Traverse City, Michigan 49684. Qualified applicants need only to apply. No phone calls. Applications will be taken until April 30, 2010.

Campaign & Membership Coordinator

The Grand Traverse Bay YMCA is in the midst of its first major capital campaign seeking \$12 million in donations from the region to build the Essential Phase of a New YMCA located on its property in Garfield Township, Michigan. The campaign will continue to raise major and other gifts of \$6.6 million over the next 18 - 24 months and heighten the community awareness of the need for the New Y. The YMCA is hiring a Campaign & Membership Coordinator to fill a temporary, full time position for the duration of the Campaign. The position will assist in all aspects of implementation and marketing of the Campaign to its successful completion. In addition this position will work to enhance and retain membership for the Grand Traverse Bay YMCA in anticipation of the New YMCA. This position reports directly to the Director of Development and Marketing.

The Coordinator will:

- With Campaign volunteer committees, coordinate, design and implement all media, materials, mailings, marketing, and communications as it relates to the Campaign's donors, prospects, and the regional community including a monthly campaign newsletter in whatever form.
- Plan, design and implement designated special events including all event logistics and support, internal and external mailings, and event invitations.
- Provide logistical support in planning and executing capital campaign meetings and programs.
- Help in the stewardship of relationships with donors and maximize giving potential.
- Support capital campaign committees by maintaining committee rosters, taking and distributing materials, preparing materials, reserving meeting space, and other general administrative support.
- Provide assistance for capital campaign grant requests, including coordinating supplemental documents, preparing proposal package, tracking proposals, and compiling updates to funders.
- Maintain campaign electronic communications in all its forms.
- Assist in supervision data management.

- Maintain an inventory of campaign materials and presentation packets.
- Provide logistical support for the Campaign Director, YMCA staff related to the Campaign and Campaign volunteers and leaders.
- Develop and implement a plan and procedures to increase membership.
- Develop and implement a plan and procedures to retain membership.
- Create and publish publicity and materials that increases and retains membership.
- Inform and enforce the plan and procedures with staff to increase and retain membership.
- Conduct tours.
- Other duties and tasks as assigned.

Requirements:

- Bachelor's degree and five years experience in philanthropy or marketing.
- Must have a passion and ability to work with a broad spectrum of people.
- Must be committed to and be able to articulate the mission, values and programs of the YMCA.
- Must be committed to changing the regional community by building a New Y.
- Expertise in the English language in speaking, writing and editing.
- Expertise in using computers, software and databases to create materials, letters, minutes, thank you notes, etc.
- Expertise in producing materials and communications from inception to final product.
- Expertise in dealing with volunteers and the public at large.
- Expertise in working on multiple tasks concurrently in order to achieve a goal.
- Experience implementing marketing campaigns.
- Experience in capital campaigns a bonus.

The Campaign and Membership Coordinator is a temporary position lasting only for the duration of the Campaign. This position does not provide any benefits.

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