Letter from the Campaign Chair

Dear YMCA Friends,

What a privilege it is to serve as your Annual Giving Campaign Chair! Your participation helps us provide important programs and services to the people who need them most but might not have the financial means to take advantage of them.

Being part of a community means supporting each other and making the world a better place together. That’s exactly what our Annual Giving Campaign achieves thanks to over six hundred dedicated volunteers like you. One hundred percent of the funds collected go directly to programs and services that help children, families and seniors reach their God-given potential in spirit, mind and body.

Without you, the YMCA would not be such a positive force throughout our community. Thank you for the role you play in enriching the lives of so many.

Together, with God first, others second and ourselves third, I believe we can create a better us.

Sincerely,

Jane Cartner
Annual Giving Campaign Chair

THANK YOU for joining the team that will make the YMCA’s Annual Giving Campaign a success.

Working together, we have an impact felt far beyond simple dollars and cents – all the way to the spirit, mind and body of an entire community.

One child, one family, one relationship at a time.
GET TO KNOW US
About Your YMCA

OUR MISSION
Helping people reach their God-given potential in spirit, mind and body.

OUR AREAS OF FOCUS
The Y is the nation’s leading nonprofit committed to strengthening communities through youth development, healthy living and social responsibility.

Facts and Figures*
• The YMCA of Northwest North Carolina was founded in 1888.

• 3,006 volunteers provided 51,909 hours of service as board members, Annual Giving Campaign storytellers, coaches, and program volunteers.

• 152,089 people were served through membership and programs in our YMCAs.

• We have 16 branches, YMCA Childcare Services, YMCA Sports, and YMCA Camp Hanes in Alexander, Davie, Forsyth, Iredell, Stokes, and Yadkin counties.

• 3,842 youth learned how to swim and be safe around the water.

• 11,086 young people participated in summer day camps and youth sports.

• 522 teens learned about the governmental process in Youth and Government.

• 807 youth in the Latino Achievers, Black Achievers, and Youth Achievers programs learned about the tools needed for success in higher education and career opportunities.

• 1,230 campers experienced adventure during overnight camp at YMCA Camp Hanes.

• 164 cancer survivors built strength and spirit in 20 LIVESTRONG® at the YMCA sessions at 12 branches.

• 18,104 neighbors in need benefited from Open Doors Financial Assistance for membership and programs.

• 170 adults worked with trained volunteers in the YMCA Literacy Initiative to receive tutoring in reading or English as a second language.

*Based on most recent data available.
A BRIGHTER FUTURE
Annual Giving Campaign

Each year, thousands of people band together for the Y’s Annual Giving Campaign. Donations received through the Annual Giving Campaign provide outreach and funding for programs such as after school, youth sports, health and wellness, summer camps, teen leadership and more.

It’s about people
The YMCA is a place where everyone is welcome regardless of race, age, religion or financial standing. The Annual Giving Campaign raises funds for families and individuals who can’t otherwise fully afford YMCA programs and services.

It’s providing resources to support those in need
Campaign contributions are invested in people. 100% of the money raised goes directly to programs and services for children, teens, adults, families and seniors. It does not pay for general branch overhead or campaign expenses.

The Annual Giving Campaign provides life-changing experiences and makes the entire community stronger through YMCA tutoring, mentoring, camping, aquatics, sports, wellness and many other vital programs and services. It ensures that no one is turned away due to lack of funds.

It’s an opportunity to help others and give back to our community
The YMCA of Northwest North Carolina is a 501(c)(3) charity and one of the largest philanthropic organizations in the area, dedicated to helping children and families live healthier, more productive lives in spirit, mind and body.
As a volunteer, you are joining a team committed to fun, fellowship and raising money to help families in need in your community. When you achieve your personal fundraising goal, you are ensuring there are enough resources for everyone who needs the Y!

YOUR TEAM IS COUNTING ON YOU TO:

Tell the YMCA story
Let people know how the Y is strengthening the community and improving the quality of life for children, teens, adults, families, and seniors.

Attend campaign events
Be active in team trainings, the Annual Giving Campaign kickoff, and your victory celebration. You’ll meet other campaigners, learn more about Y programs, receive important campaign tools and information, and celebrate success by hearing from individuals whose lives you are helping change.

Make your gift first
Your gift demonstrates your commitment to and belief in the YMCA. After making a personal gift, it is much easier to ask someone else to do the same.

Ask
Ask family and friends to support your efforts by making a gift to the Annual Giving Campaign.

Submit completed pledge cards promptly
Please turn in cards to your branch for both those who give and those who decline.

Write personal thank you notes to donors
A hand-written thank you note is important and should be sent ideally as soon as 48 hours, but no later than one week, from when a donor makes a pledge or gift. You will receive YMCA note cards and can return them to the branch to be mailed out.

Have fun and help others have fun!

Thanks to the involvement of over 600 volunteers, over 18,000 neighbors in need benefit from Open Doors financial assistance every year.
MAKING A DIFFERENCE
What Your Gift Provides

**$60 + Youth Sports** = the chance for a child to build confidence, learn skills and make new friends in a fun-filled, challenging season.

**$120 + Swim Lessons** = an opportunity for two children to learn this valuable life-saving skill and life-long, healthy activity through swim lessons.

**$135 + Summer Day Camp** = a fun-filled week of exciting activities and character development for a child.

**$240 + YMCA Camp Hanes Day Camp** = a chance for children to experience adventure and make memories.

**$275 + Before and After School** = a safe place to complete homework and participate in enrichment activities.

**$385 + Senior Membership** = access for a senior to connect with new friends and improve their health.

**$429 + Diabetes Prevention Program** = a chance for an adult to experience a prevention program for those at risk of developing Type 2 Diabetes.

**$759 + YMCA Camp Hanes** = one week of resident camp with outdoor education and character-building.

**$1,200 + YMCA Youth & Government** = the opportunity to prepare a teen for moral and political leadership through one year of service and teamwork.

**$1,500 + Black and Latino Achievers** = one year in a teen program that builds character, teaches teamwork, and reinforces service to others.

**$5,000 + LIVESTRONG® at the YMCA** = 12 weeks of group health and fitness programing, sharing and support for a group of adult cancer survivors.

**$15,000 + Summer Learning Academy** = children can participate in the Y’s academic tutorial program to prevent summer learning loss.
Visit YMCA programs
Witness firsthand the YMCA mission and programs funded by the Annual Giving Campaign. Talk to staff and ask questions. It will be easier to tell others about the programs when you can share a personal experience.

Make your gift first
This is an important first step. It is difficult to ask others to make an investment in the YMCA before making your own.

Meet prospective donors in person
People give to people. It takes time to ask in person, but it is far more effective and rewarding than asking by phone or email. By making time for a personal visit, you demonstrate genuine interest in a prospective donor.

Discover what motivates each donor to give. By appealing to the interest of the donor, you are more likely to secure a favorable response when asking for a contribution.

Share the YMCA story
Communicate the Y story and the case for giving with enthusiasm and passion! Share stories of individuals to demonstrate community needs and the benefits a gift will provide. Utilize YMCA staff to help you tell the story.

Aim high, be specific
When the time is right, ask for a specific amount. Don’t just talk dollars. Focus on service – “Will you send a child to a week of Summer Day Camp for $135?” If the person has donated in the past, encourage an increase in this year’s gift. “Thank you for last year’s gift of $100. Would you consider sending a child to a week of Summer Camp for $135 this year?” The number one reason people don’t give? They are not asked!

Emphasize pledging
Most people can give more over a period of time than at any given moment. Four payments of $250 become a generous Chairman’s Roundtable gift of $1,000. Donors may also draft a credit card monthly.

Ask about matching gifts
Ask the donor if his or her employer has a matching gifts program, encouraging them to ask their HR department if they are not sure. If their employer matches, please complete the appropriate areas of the pledge card. In order for the YMCA of Northwest North Carolina to confirm gifts, the donor must have made their payment prior to submitting the match request to their employer. See page 8 of this guide for more information on matching gifts.

Thank donors personally
Always follow up with a personal thank you note. Donors feel very passionate about their charitable giving, and often have a very personal connection to the Y. In your note, try to recreate the feeling the donor had when making the gift.
DRIVING SOCIAL RESPONSIBILITY
Frequently Asked Questions

What is the YMCA?
The YMCA of Northwest North Carolina is a not-for-profit 501(c)(3) organization funded by membership and program fees, contributions from YMCA friends, corporations, foundations and grants.

We are joined together by a shared commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility. Each YMCA branch is unique and responds to the needs of its own community.

How does the campaign fit into the branch budget?
The YMCA of Northwest North Carolina raises funds through our Annual Giving Campaign. The dollars raised in each branch campaign stay at that branch. Contributed funds do not pay for branch operations, campaign expenses or support for other branches.

Why should I give money to the Y? I already pay membership dues.
Your dues cover the costs of running the Y and providing you with the best member experience, but they do not directly support outreach programs and financial assistance. Your support in this campaign will provide safe, high-quality, character-building programs for children, teens, adults, seniors, and families who need our Y.

Why should I give to the Y? I’m not a member.
Your support is still needed! You benefit by having a strong YMCA in our community that provides meaningful opportunities to help young people grow into responsible adults. The YMCA makes our community a better place to live and work.

Have a question you can’t answer?
For assistance, call your branch campaign leaders or staff, or email Lauren Davis at l.davis@ymcanwnc.org or Mindi Alexandra at m.alexandra@ymcanwnc.org at any time.

STAYING CONNECTED ONLINE
Information & Resources

www.ymcanwnc.org/agc
The YMCA of Northwest North Carolina website has a section dedicated to our Annual Giving Campaign. It contains videos, resources and facts about the Campaign for donors and volunteers. We encourage volunteers to share these videos and website links via email and social media. Let donors see how the Annual Giving Campaign changes lives right here in our community.

Online Donations
The YMCA accepts online donations through our online giving site which is accessible through ymcanwnc.org/give. (Look for the large Donate Today button.)
Many companies match their employee’s donations to eligible charities. We encourage donors to check with their company to see if they will match all or a portion of their donation. Once the donor has made their payment, they should notify their HR department. The company will reach out to the donor for validation of the donor’s payment and will send payment to the donor for the matching portion. **Please note that the list of companies matching to the Y is not comprehensive and changes frequently.** Donors are encouraged to check with their company’s HR.
Completing the Pledge Card

1. Verify the donor’s name, address, email and phone number. Note any changes on the card.

2. Note Payment Options and billing instructions.

3. Please note that for fraud protection purposes, volunteers are not allowed to collect credit card numbers. If a donor wishes to pay using a credit card, simply mark “credit card” and let the donor know a YMCA staff member will be getting in touch with them to collect their credit card information. Please make sure that all phone numbers are accurate.

   Donors can also go online to make a gift using their credit card.

4. Gifts of stock are accepted by the YMCA. Please contact Kelly Sealey at 336 777 6224 for transfer instructions.

5. Ask if the donor’s company matches gifts. If so, please indicate the name of the company and the dollar amount the company will match. **Donors must initiate the matching process with their employer as payments are made.**

6. Print your name on the Storyteller’s Name line so the gift will be credited to you and your team.

Returning the Cards to the YMCA

- Submit completed pledge cards to the branch campaign office weekly. Please do not hold onto checks.

- If you are unable to contact a prospect, return the pledge card to the branch as soon as possible, so someone else may have an opportunity. Contact notes can be made on the card in the notes section.
My Y Story

Use your story to help frame your conversation with potential donors. Take a few moments to write down what the YMCA means to you.

_______________________________________________________________________________________________________________________________________________
_______________________________________________________________________________________________________________________________________________
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Try to answer the following questions in your response: Why do I volunteer? Why do I give? What benefits have I received from the YMCA? What is the best part of The Annual Giving Campaign?

My Contacts

Team Name: ____________________________________________________________

Team Leader: ___________________________ Contact Information: ___________________________

My Teammates:

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YMCA Staff Names & Titles: Contact Information:

____________________________________________________________________  _____________________________________________________________________
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### My Goals

Branch Goal: $ ____________________  Team Goal: $ ____________________

Personal Goal: $ ___________  Number of Gifts: ______________  Volunteers: ___________

### My Donors

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### My Prospects

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### My Progress

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