



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

MAKE ANYTHING POSSIBLE.

For a better future. For a better us.™



CAMPAIGNER HANDBOOK

WELCOME!



Dear Volunteers and Staff,

I'd like to start with sincere, heartfelt thanks for all that you give to the Y. It is because of you – because of your generous gifts of your time, talent, and financial support – that the YMCA of the Pikes Peak Region can be a force for good in this community.

As we embark on the Annual Support Campaign, I'm reminded of the critical role you each play in sharing the Y's impact. Not only do you ensure that the Y never turns any child, family or adult away from our life-changing programs, you raise awareness about the Y's mission, our impact, and our efforts to be the charitable organization of choice in the Pikes Peak Region.

Your financial support and fundraising efforts ensure the Y can say "yes" where others say no. You make it possible to provide affordable, accessible programs to all members of our community – regardless of their financial circumstances. In fact, all funds raised through the Annual Support Campaign are used to subsidize the costs of programs and also fund membership and program scholarships.

Thank you for joining me and our Y as we rally around our mission to be for all. Together we can make a difference and build a mountain of possibilities for every member of our community.

With sincere gratitude,

Boyd Williams
President & CEO



ANNUAL SUPPORT CAMPAIGN – WHY DOES IT MATTER

The Annual Campaign provides critical funding to the YMCA of the Pikes Peak Region, supporting our programs and scholarships. Dedicated staff and volunteers work collaboratively on the campaign to secure charitable donations from individuals, companies, foundations and other community organizations. Last year, our Annual Support Campaign provided support to thousands of families across our community. With the generous support of volunteers and staff like you, we built a mountain of possibilities for all.

HOW DOES IT WORK

Volunteers and staff join together in an effort to share their "Y story" to everyone in their networks: friends, family, colleagues, fellow members and program participants. Through their efforts, they share the impact the Y makes each and every day on the lives of their neighbors in the Pikes Peak region and invite others to join us in our cause.



BUILDING A MOUNTAIN OF POSSIBILITIES FOR A BETTER US

YMCA of the Pikes Peak Region Campaign Overview

Thank you! You ensured the Y
could be for all in our community.
Your gift made all this possible!

210 children
in underserved
communities learned
to swim at no cost

\$1.6 million

in financial assistance provided
to families experiencing
financial hardship

21,000 kids
stayed active in
youth sports

167 children
of wounded or fallen
Service Members
attended camp for free

**168
cancer
survivors**
participated in
LIVESTRONG® at
the Y at no cost

\$386,000
given in financial
assistance for
military families

150+ teens
made safe, sober
choices each week at
RAD nights

**8,800 lunches &
12,375 snacks**

were provided to children in
Summer Day Camp and Middle
School Initiative

YOU MADE THE DIFFERENCE



About Your YMCA of the Pikes Peak Region

OUR MISSION

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

We are a powerful association of men, women, and children joined together by a shared commitment to invest in our kids, our health, and our neighbors.

OUR CAUSE

The Y is a cause-driven organization that is for youth development, healthy living and social responsibility. The Y is for everyone. Our programs, services and initiatives welcome and embrace newcomers, enable kids to realize their potential, help prepare teens for college, offer ways for families to connect and spend time together, and provide a broader community for seniors to be healthy in mind, body and spirit. And that's just the beginning of how the Y strengthens community.



OUR VISION

Recognize the YMCA of the Pikes Peak Region as the organization of choice serving the community's health, wellness, social and recreation needs.

Imagine the Y as the collaborative partner of choice with healthcare providers.

Deepen relations with existing collaborations and actively seek strategic partners to further the Y mission throughout the region.

Offer every child the opportunity to belong to the Y through a collaborative venture involving partners that purposefully address the continuing rise of youth obesity, sedentary habits and social disconnectedness.

Empower volunteers and staff to advocate, inspire and impact our community through continued development.





About Your YMCA Branch



Branch

Fundraising Volunteers

Donors

Money provided last year in scholarships and subsidies

Scholarships

Annual Campaign Goal

Urgent Community Issue			
Supporting Data			
The Y's Response			
Snapshot of Impact	<ul style="list-style-type: none"> • • • • 	<ul style="list-style-type: none"> • • • • 	<ul style="list-style-type: none"> • • • •

WHEN YOU SUPPORT THE YMCA IN YOUR COMMUNITY, YOUR GIFT...

- Helps young people achieve their potential
 - Empowers people of all ages to lead healthier lives
 - Strengthens the bonds of community
- _____
 - _____
 - _____



What Your Gift Provides

Each year, thousands of people come together across the Pikes Peak Region to support the Y, and to raise funds for individuals and families in need so that they may participate in Y programs. All donations no matter the amount, provide outreach and scholarships to support our youth, seniors and families of all types.

IT'S ABOUT PEOPLE

The YMCA is a place where everyone is welcome regardless of race, age, religion or financial standing. The Annual Support Campaign raises funds for families who can't otherwise fully afford YMCA programs and services. It focuses specifically on providing children and teens with safe outlets, positive role models and opportunities to achieve their full potential.

IT'S PROVIDING RESOURCES TO SUPPORT THOSE IN NEED

Campaign contributions are invested in people. Money raised is used to support programs and services for children, teens, adults and families in your community. It does not pay general branch overhead or campaign expenses.

IT'S AN OPPORTUNITY TO GIVE BACK TO THE COMMUNITY

The YMCA of the Pikes Peak Region is a 501(c)(3) tax-exempt organization and one of the largest philanthropic organizations in the community, dedicated to helping children and families live healthier and more productive lives in spirit, mind and body.



I GIVE BECAUSE...



Your Role as a Volunteer

As an Annual Support Campaign 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 helping to ensure there are enough resources for everyone who needs the Y!

YOUR TEAM IS COUNTING ON YOU TO...

1. MAKE YOUR GIFT FIRST

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

2. ATTEND CAMPAIGN EVENTS

Be active in campaign training sessions, kickoff event, reports and victory celebration. You'll meet other campaigners, learn more about YMCA programs, receive important campaign tools and information, and celebrate success by hearing from individuals whose lives you are helping change.

3. TELL THE YMCA STORY

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

4. ASK

Ask family and friends to support your efforts by making a gift. Your branch also has a list and/or pledge cards for every prior donor at your YMCA. These are available for you to look through and find people you may already know. To avoid duplicate solicitations, please do not call on anyone unless cleared through your staff liaison.

5. SUBMIT COMPLETED PLEDGE CARDS WEEKLY

Please turn in cards to your branch office or at regular report parties for those who give and those who decline.

6. WRITE PERSONAL THANK YOU NOTES TO THE DONORS YOU SOLICIT

A personal thank you note is important, and should be sent within 48 hours, but no later than one week from when a donor makes a pledge or gift.

7. HELP ENSURE PLEDGES ARE PAID BY YEAR-END

The Development Team may follow-up with you throughout the year if anyone pledges but has not paid. It may be that the contact information for that donor has changed, or they may need a simple reminder. Either way, it's a great time to follow up.

MY CHECKLIST

YES! I made my gift

Training Dates

Kick-Off Party

Report Parties

Victory

YES! I activated/updated my giving web page

YES! I wrote my story on page 12

YES! I made my list of prospective donors

Submit Pledges To





Keys to Success

VISIT YMCA PROGRAMS

Witness firsthand the YMCA mission and programs funded by the Annual Support Campaign. Talk to staff and ask questions. It will be easier to tell others about the programs when you can share a personal experience.

MEET PROSPECTIVE DONORS FACE-TO-FACE

People give to people. It takes time to ask face-to-face, but it is far more effective and rewarding than asking by phone, email or social media. By making time for a personal visit, you demonstrate genuine interest in a prospective donor. It's also important to discover what motivates each donor to give. By appealing to their particular interest, you are more likely to secure a favorable response and larger gift.

SHARE THE YMCA STORY

Communicate the story and the case with enthusiasm and passion! Share your Y story or stories of others to demonstrate community needs and what benefits their 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 and focus on services — "Will you send a child to a week of summer camp for \$150?" 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 \$150 this year?" The #1 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 becomes a generous gift of \$1,000. Even just \$10 for 10 months is \$100!

ASK ABOUT MATCHING GIFTS

Ask the donor if his or her employer has a matching gifts program. If so, be sure to contact your Development Team and they will follow up with them. In order for a gift to be matched, a payment must be made out to the YMCA of the Pikes Peak Region or your local branch. All organizations have to prove the gift is going to a 501(c)(3) charity for their audits.

THANK DONORS PERSONALLY

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

VETERAN CAMPAIGNER?

Help us double our impact and take the extra step to ask for an increased gift. Thank the donor for their previous gift and explain how an increased contribution can make a greater impact.





Frequently Asked Questions

WHAT IS THE YMCA?

The YMCA is a nonprofit 501(c)(3) organization funded by membership and program fees, and 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.

HOW DOES THE CAMPAIGN FIT INTO THE BRANCH BUDGET?

The YMCA of the Pikes Peak Region raises funds through our Annual Support Campaign. All funds raised by Team Headquarters are dispersed to the branches. The dollars raised in each branch campaign stay at that branch.

WHY WOULD I GIVE A DONATION TO THE Y? I ALREADY PAY MEMBERSHIP DUES.

Your dues cover the costs of operating the Y and providing the best member experience. They do not support funding for outreach programs and scholarships. Your support in this campaign will provide safe, high quality, character-building programs for children, teens, adults and families who need our Y.

WHY SHOULD I GIVE TO THE Y? I'M NOT A MEMBER.

"Mention one of the three critical issues you brainstormed on page 5. "Even though you aren't a member, I wanted to ask for your help in strengthening the foundation of our community for everyone. In the year ahead, funds raised will be used to..." and discuss why the Y is so much more than just a gym.

HAVE ADDITIONAL QUESTIONS?

For assistance, call your branch campaign leaders or the Development Team at any time.



CONTACT INFO

DEVELOPMENT STAFF

Please contact the Director of Development, Shannon Rauén at srauen@ppymca.org or 719.329.7226.

STAFF LIAISON

Email _____

Phone _____



Matching Company List

Many companies match the philanthropic giving of their employees. Listed below are just some of the companies that match gifts in our area as well as nationally. If you work for one of these companies, please check the current matching gifts program with them directly and follow the steps outlined in their policy to increase your impact with the YMCA of the Pikes Peak Region!

This is not meant to be a complete representation of every matching gift company in the region. If you are unsure whether your employer matches gifts, please contact your company directly.

SOME PARTICIPATING COMPANIES

In the Pikes Peak Region, we know that these companies and foundations have a corporate match program for their employees.

Note: This list is not comprehensive and is ever changing. Check with your company or foundation to find out if they have a matching gift program, and email us to include your organization on our master list.

THE MATCHING PROCESS

Every company or foundation handles their matching program differently. Sometimes employees must fill out a company form and offer proof of the donation. Others require a mini-grant application and more specific documentation from the charity. Still others collect your contribution through periodic payroll deductions, and the total gift — including the corporate match — is sent directly to the YMCA of the Pikes Peak Region or the branch by the company/foundation.

No matter the process, we are here to help make the process easier. We have found that you should first contact your company or foundation to determine their specific steps for matching. Next, email us if you need the Y to fill out a form, send a letter or complete a grant application.

Gift Matching Point of Contact

Britany Garcia-Medina
bgarcia-medina@ppymca.org



MATCHING COMPANIES

- Anthem Inc.
- Avon
- Boeing
- BP
- CarMax
- The Coca-Cola Company
- Gap Corporation
- Harris Corporation
- Hewlett Packard Enterprises
- J.P. Morgan Chase
- Johnson & Johnson
- Oracle Corporation
- PepsiCo
- Progressive Insurance
- T. Rowe Price
- Time Warner Cable
- US Bank
- USAA
- Wells Fargo
- Xerox



STORYTELLING

Storytelling has emerged as one of the most powerful methods for communicating the Y's cause and advancing critical efforts such as fundraising; engaging staff, members, boards and community representatives; and building a cause-driven culture. Storytelling is a key technique that celebrates and reminds us to live our cause every day.

As a YMCA volunteer, it is important that you can share your own story with people in the community. Below is a prompt to help you think about your Y story. Fill out the prompt to help you articulate how the Y has made a difference in your life or someone you know, then practice your story with a friend. This tool will help you communicate the Y's cause to your potential donors. Give it a try!



ASK ME WHY

I've been involved with the Y since _____
years

My first experience with the Y was as a/an _____
child / adult

When I _____
describe how you first got involved

Currently, at the Y I am a/an: _____
job title

and serve our members and participants by: _____
describe what you do

The person I am most thankful for meeting at the Y is: _____
name

They come to the Y to/for: _____
program, service or job

What inspires me about them is: _____
describe your inspiration

The Y has helped him/her by: _____
how has the Y helped

ASK ME WHY...

If I had just 30 seconds to share with someone how the Y is so much more,
I would share _____'s story and say:
member, participant, volunteer or staff



MAKING THE ASK – A SCRIPT

INTRODUCE YOURSELF

“HI, FRIEND NAME, this is YOUR NAME. As you may know, I’m a volunteer with the YMCA and we’re conducting our Annual Support Campaign. Thanks again for taking the time to talk with me about the YMCA and the good work we’re doing.”

DISCUSS THE YMCA

“I’m a volunteer in the Y Campaign because I (tell about your Y involvement if it’s appropriate)... “Have you had any experiences with the YMCA?”

- If “Yes”... “Tell me about your experience with the Y.” (Respond appropriately to the experiences related with positive statements about the Y’s values.)
- If “No”... “Are you familiar with all the work that the Y does in our community?” (Wait for response and respond appropriately.)

DISCUSS THE CASE FOR SUPPORTING THE YMCA

“This year, we’re planning to raise \$_____ to support programs and services that will help children and families throughout our community.”

- “What’s unique about the YMCA is that we do not turn anyone away because of an inability to pay. Annual Campaign dollars underwrite scholarships for things like after school programs, summer day camp, swim lessons and YMCA memberships.”
- “What’s even better is that we weave character building values into every program that we run. That’s one reason why we say that the YMCA ‘strengthens the foundations of our community.’”
- Use your storytelling script on page 12.

REQUEST A SPECIFIC DOLLAR AMOUNT

“Will you consider a contribution of \$_____ this year, or \$_____ per month for 10 months?”(Silence...let them answer.) If prospect is unresponsive...“Let me give you a better idea of how you can help...”

SUGGEST ONLINE GIVING WHEN APPROPRIATE

“You can also make a donation online at ppymca.org/donate. Just click the ‘DONATE’ button on that page and it will take you to a secure page.”

- “Select the [Branch] and the [Designation] from the pulldown menus, and then add my name in the comments section. Enter the amount you’d like to contribute and your contact information. It’s safe and easy.” [or reference your personal campaigner profile]
- “You can also make a donation online using my personal campaigner profile page. I’ll send you the link now.”

AGREE ON AN AMOUNT

“Thank you so much. You’ll receive an acknowledgement (and a email confirmation for online giving) from the Y in the very near future. Let me check if the contact information I have for you is correct. Would you prefer to pay your gift in full or on some other basis?” (Complete details of the pledge.) “The YMCA really appreciates your generous support...and so do I.”

THINGS TO REMEMBER

- Just tell your story and connect it to the Annual Campaign’s significance.
- People don’t give because they haven’t been asked.
- Being asked to give is a chance for someone to feel good and do good.

To feel best prepared, 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 Campaign?



- A gift of \$100 _____
- A gift of \$250 _____
- A gift of \$500 _____
- A gift of \$1,000 _____
- A gift of \$2,000 _____



GOAL

Association Goal \$ _____ Branch Goal \$ _____ Team Goal \$ _____

Personal Goal \$ _____ Number of Gifts _____ Volunteers _____

MY CONTACTS

Team Name _____

Team Leader

Contact Information

My Teammates

Contact Information

YMCA Staff Names & Titles

Contact Information



So, you know why the funds raised matter. You have a compelling story to share. You understand how people can make pledges over time to make a big impact. The next big question is...

Who on earth should you ask?

Sometimes deciding who to reach out to is the hardest part. Your center will likely have a list of previous donors for you to call, but connecting with new donors is essential for the Y to keep pace with increasing need for our programs and services.

When thinking about who you could reach out to during the Annual Support Campaign, here's a great way to frame your brainstorming. Think through the following questions...

Who has gone with you to the movies or on a double date in the last year?



Who do you see at Thanksgiving dinner every year?



Who are your workout buddies or vacation friends?



Who do you send a holiday card every year, without fail?



Who do you always sit next to at church, PTA meetings, or other fun events?

Now that your brainstorm is complete, think about who has the most potential as a donor. Consider the three "A"s:

Affinity: Who do you know that cares about the Y or the issues that we impact in the community? These individuals have an affinity for the work we do and are a great place to start. Place a star next to the names of the people you brainstormed with an affinity for the work of the YMCA and note what program they might be most connected to.

Ability: Who do you know that has the means to make a meaningful gift to the Annual Support Campaign? Having the financial ability to make a contribution is another important aspect to consider. Again, put a star next to the names of those you brainstormed who have the resources to make a gift to the Y.

Accessibility: Who will pick up the phone when they see your number on their caller ID? Who replies to your emails or comments/likes on your social media posts? Start with those who are most accessible to you and will be willing to have a conversation. Add a star to those names you brainstormed that you believe are most accessible to you.

So which names have the most stars next to them? Those are the best people to start with on your campaign outreach.

My Top 3 Possible Donors Are:

1. _____
2. _____
3. _____



OUR MISSION:

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.