



**YMCA of Greensboro**

# **CAMPAIGNER WORKBOOK**

**YMCA Annual Giving Campaign**

# YMCA ANNUAL GIVING CAMPAIGN OVERVIEW

## »» WHAT IT IS

Each year, the YMCA of Greensboro conducts its Annual Giving Campaign. For generations, our Y has pledged to turn no one away from its programs and services due to their inability to pay the full rate for those activities. One way our YMCA honors this commitment is with the charitable support raised from our members and our community.

## »» WHO IT HELPS

When you give to the Y, you are providing children, teens, adults and families in our community the opportunity to learn, grow and thrive. The financial support of our donors through the Annual Giving Campaign, ensures that the Y is available ...**FOR ALL.**

In the past year, our YMCA has provided more than \$593,159 in scholarships and fee subsidies for its programs/services to over 2,684 individuals in YMCA community.

## »» OUR MISSION

The mission of the YMCA is to put Judeo-Christian principles into practice through programs that build healthy spirit, mind and body for all. The most important words in that mission are the last two, for all. The YMCA is for everyone regardless of age, race, religion or financial situation.

## »» HOW IT WORKS

The YMCA Annual Giving Campaign is a coordinated, community-wide effort across all our YMCA Branches. There are dozens of YMCA Campaign Volunteers, just like you, engaged in this campaign across our community.

## »» WHEN IT HAPPENS

Cultivation, stewardship, and giving occur year-round. Staff and Board Members are asked for donations November through January. Volunteers, like yourself, are typically recruited from November through January. Our forward-facing community campaign focus starts in February and continues through April each year.

## »» YOUR ROLE

Throughout the year, and especially during the community phase of the Annual Giving Campaign, we rely on our volunteers to be ambassadors and champions of our mission. This is achieved through sharing our stories, communicating our impact, connecting people to our cause and providing them the opportunity to give back to their community by volunteering and donating. This work is done many ways. During this unique time, we will rely on Campaign volunteers to share their Y story and the impact of our mission in their personal circles of family and friends, as well as on social media. We have all the tools you will need to make this easy!

# DATES TO REMEMBER

January 23 – Annual Giving Campaign Kickoff

February 3 – Public Campaign Launches

March 4 – YMCA Day of Giving

April 18 – Campaign Wraps Up

## HELPFUL REMINDERS

- » **Make your own pledge before asking others:** After making your gift, it is much easier to ask someone else to join you to do the same. A Campaigner's support demonstrates commitment and belief in the YMCA.
- » **Read through the Campaigner Toolkit and watch training videos:** This information is designed to help Volunteer Campaigners feel comfortable asking people to support through YMCA programs and services.
- » **Plan for asks:** Training video and a sample letter/script is available to help you raise funds through email and social media. Use the tools in this handbook to plan out who you will ask.
- » **Volunteer:** Assist in Branches, make phone calls to renewals and prospects, make gratitude calls/write thank you letters, assist with campaign administrative duties, and more! Meet other volunteers, learn more about YMCA programs, be inspired to do your campaign work, and have fun! Be sure to sign up on Volunteer Matters.
- » **Campaign (share stories and ASK):** Share your P2P donation link with your Y story and our impact on your personal social media pages, by text, via email, and in person. Solicit new donors at Branch events, through phone calls, or attend major gift meetings to ask for a contribution to the Campaign.
- » **Ensure the donor forms are filled out accurately and completely:** The information you secure on the donor forms allows us to properly acknowledge the gift and thank the donor.
- » **Turn in donor forms each week:** Bring donor forms for those who have donated and those who have declined to give back to your YMCA! This allows us to thank donors quickly and remove those who aren't interested from the current year solicitations.

# IMPORTANT CAMPAIGN INFORMATION

Association Goal	Branch Goal	Term Goal	My Personal Goal

## MY BRANCH CAMPAIGN CONTACTS

Branch Leaders	Name	Email/Phone Contact
Campaign Chair		
Branch Executive		
VP of Philanthropy	Sonsera Kiger	sonsera.kiger@ymcagreensboro.org 336.894.1257

Volunteer Leader, Teammates, and Staff	Email/Phone Contact

# TIPS FOR SUCCESSFUL FUNDRAISING

## 1 MAKE YOUR OWN GIFT FIRST

We can't ask others to give if we aren't willing to. It is easier to ask someone to give once you have made a commitment.

## 2 KNOW WHAT YOU ARE DOING AND WHY

A positive, confident attitude is the first and most important step. Be clear about your own commitment, be yourself, talk from the heart.

## 3 INFORM YOUR EXECUTIVE DIRECTOR IF YOU WOULD LIKE TO CONTACT SOMEONE BUT DON'T HAVE THEIR PLEDGE CARD

Assigning campaigners to donors ensures that an individual is only contacted by one volunteer. Contact your ED if you would like to add someone to your list.

## 4 ASK YOUR BEST PROSPECTS AND LAST YEAR'S DONORS FIRST

You'll gain confidence and momentum with an early yes.

## 5 KNOW DONOR GIVING HISTORY

Familiarize yourself with the donor's giving history with information from the pledge card. Ask staff for details.

## 6 MAKE IT PERSONAL

Examples of how the Y has impacted you or someone else make giving more meaningful to a donor.

**As a board member:** "You may not know this, but I'm on the board at the YMCA. The reason is because \_\_\_\_\_. One of the ways we support the mission is to raise money so everyone can participate!"

**As a young person:** "When I was young, the Y made a difference in my life and now I want to do that for someone else."

**Programs you know about/are passionate about:** "At our Branch there are so many awesome stories about lives that have been changed at the Y. Do you have a minute so I can share one?"

Ask open ended questions and listen to their response.

- Find a connection between the Y and their passions.
- Speak in terms of impact. For example: giving the gift of swim lessons to a child, not donating \$80.
- You are **NOT** asking for funds to pay staff salaries or facility fees.
- If you are asked a question you don't have an answer to, let them know you'll find out and get back to them.

## 7 USE THE UPGRADE OPTIONS IF THEY GAVE BEFORE

"Your gift last time of \$100 meant so much to all of us, and helped do so much for our community! Won't you consider increasing your support this year at the \$150, \$200, or \$250 level to help us reach even more folks who need our support?"

## 8 ENCOURAGE PLEDGING OR MONTHLY GIVING

Many individuals can give a larger amount if they can pay over the course of 12 months.

## 9 ONCE A PLEDGE IS MADE

Confirm the pledge, verify contact information and thank the donor. Turn in pledge sheets promptly and communicate any roadblocks.

## 10 MAKE FRIENDS FOR THE Y

Not everyone will choose to give, but you shared the great work that the Y does in our community!

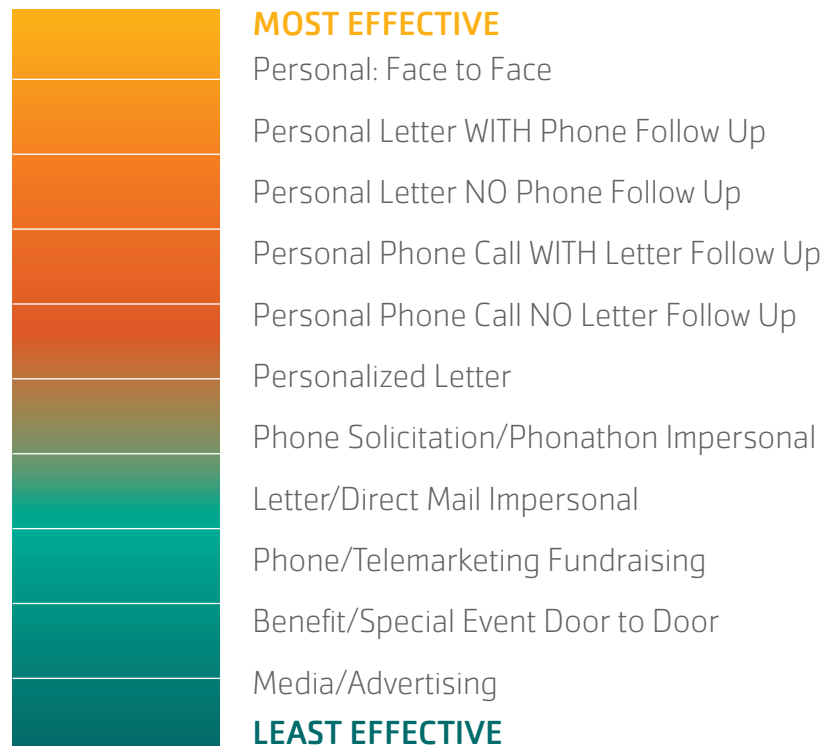
## 11 MEET YOUR PROSPECTS IN PERSON WHEN POSSIBLE

Personal appointments send a strong message that you believe that supporting the Y is important. Campaigners who make it a point to use personal visits consistently secure larger gifts and produce more dollars relative to their investment of time.

# TIPS FOR SUCCESSFUL FUNDRAISING continued

## LADDER OF EFFECTIVE ASKING

Adapted from the Lilly Family School of Philanthropy at Indiana University



## THERE ARE MANY WAYS TO GIVE

### » DONATION METHODS

**Cash or Check:** Attach to pledge card and turn in to the branch promptly.

**Credit Card/ EFT:** Encourage donors who have a YMCA account to visit our website. We NEVER write banking information or any credit card down on their pledge form. You can see all the ways that you can support the Y on our website at [ysupport.org](https://ysupport.org).

**Pledging:** Donors can set up their payments in a variety of ways, including a one-time, monthly, or quarterly payment.

**Matching Gifts:** The Y is eligible to receive matching gifts which double or even triple contributions made by their employees or retirees. Please instruct the donor to obtain the appropriate forms from their human resources department.

**Other options:** We accept gifts of stock, mutual funds, bonds, annuities, securities, vehicles, property, DAF gifts, and more, which often provide tax benefits to the donor. We also offer the option to impact generations through planned giving including wills, trusts, annuities, and property. To make a gift of this kind, please refer donors to our website [ysupport.org](https://ysupport.org) or contact Sonsera Kiger at [sonsera.kiger@ymcagreensboro.org](mailto:sonsera.kiger@ymcagreensboro.org).

# COMMUNICATE THE IMPACT AND INVESTMENT

## » COMMUNICATE YOUR STORY

Share the unique and personal ways in which the Y has inspired and enriched your life. Why do you have a passion for this work? What's your Y story? Your story must be compelling and memorable.

- Did you or a family member learn important life skills at the Y?
- Did your child have their first overnight camping experience at the Y?
- Did you or your family benefit from financial assistance provided by the Y?

## » COMMUNICATE THE Y'S STORY

### **Our Mission**

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

### **Our Vision**

Building a stronger and healthier community where equity is the norm.

### **Our Goal**

To turn no one away because of inability to pay and to provide scholarships on a sliding scale to keep our membership and program fees affordable for those who desire to become a member of the YMCA family.

# GUIDELINES FOR A BEST PRACTICE “ASK”

1. Use a specific case for support with every contribution request.
2. Ask for the benefit a specific gift amount provides.
  - A. Ask new donors for a gift amount based on the case for support presented.
  - B. Ask renewing donors for an increased gift amount.
3. Complete the Donor Form.

## BUILDING YOUR CAMPAIGNER SCRIPT

### 1. INTRODUCE YOURSELF

“Hi, (prospective donor name), I’m (your name). As you may know, I’m a donor and volunteer with the YMCA Annual Giving Campaign. Thanks for taking the time to talk with me about the great impact of the YMCA in our community.”

“I’m a volunteer in the Y Campaign because” (tell about your Y involvement, as appropriate.)

“Do you have 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.)

### 2. SELECT A CASE BASED ON THE DONOR’S EXPERIENCE OR YOUR PASSIONS

### 3. MAKE THE ASK – Examples and Script

- A. “You mentioned that your kids learned how to swim at the Y. Mine did too. Learning safety around water is so important for kids. Did you know that drowning is the second-leading cause of death for children under age 14? I made my gift to help make swim lessons available to all kids. Would you be willing to join me and help another child learn to swim? A \$125 gift could do that.”



# COMMUNICATE THE IMPACT AND INVESTMENT

B. "You were generous last year with a gift of \$XX to help send a kid to camp. Over XX kids went to YMCA Camp Weaver last summer with help from people like you. This year, would you consider sending two kids for a week-long opportunity to gain self-confidence and make new friends? Your gift of \$XX could make that happen. You could even spread it out over multiple payments until year-end."

C. I'm helping my YMCA raise money for \_\_\_\_\_ that will/can  
\_\_\_\_\_. I believe this program makes a significant impact in our  
Supporting data  
community. In fact, we know that this program can/will \_\_\_\_\_.  
Evidence of progress  
Will you join me in support of the Y by helping \_\_\_\_\_ with a gift of  
Number of participants  
\_\_\_\_\_?"  
Ask for a specific dollar amount

**Wait for the donor to respond, then proceed appropriately.**

## 4. THANK DONOR, CONFIRM CONTACT INFO, THE GIFT/PLEDGE AMOUNT, PAYMENT METHOD AND SCHEDULE

- "Thank you so much. You'll receive an acknowledgement for your gift/pledge of \$ XX from the Y soon."
- "Let me make sure I have your correct contact information."
- "Would you prefer to pay your gift in full or on some other schedule?"  
"When would you like to be reminded to pay your pledge?"
- "Thanks again. The YMCA really appreciates your generous support, as I do."

**Be sure to check the Frequently Asked Questions at the back of your workbook to help you respond to questions from prospective donors.**

# SAMPLE LETTER OR EMAIL

I hope you're doing well. I wanted to reach out and share something truly special happening at the YMCA of Greensboro!

The Y has launched our Annual Giving Campaign, a crucial initiative that empowers them to continue providing essential programs and services to individuals and families in our community. At the heart of the YMCA is a deep commitment to foster youth development, promote healthy living, and support social responsibility. The Annual Giving Campaign plays a pivotal role in making this commitment a reality.

Why give?

Your support allows us to:

- **Empower Youth:** Provide scholarships for children to attend day camps, after-school programs, and educational activities that contribute to their growth and development.
- **Promote Health and Wellness:** Ensure that our community has access to the resources they need for a healthy lifestyle.
- **Build Community:** Strengthen the bonds of our community through initiatives that promote social responsibility, inclusivity, and support for those in need.

How You Can Make a Difference:

- **Donate:** Your financial contribution, no matter the size, directly impacts the lives of those in our community or click my personal fundraising link here: (put your fundraiser link here).
- **Spread the Word:** Share our campaign with friends, family, and colleagues who share our commitment to building a stronger, healthier community.
- **Volunteer:** Consider donating your time and skills to support our programs and events. Contact us at [volunteer@ymcagreensboro.org] to learn more about volunteer opportunities.

Join Us Today!

Together, we can make a lasting impact on the lives of those around us. Your support is a testament to the strength of our community and the difference we can make when we come together.

Thank you for joining me in supporting the Y! Your generosity truly makes a difference.

# SAMPLE LETTER/EMAIL continued

## BUILDING YOUR CAMPAIGNER SCRIPT

Subject: [X] more weeks to reach my goal

Dear [Recipient's Name],

As you may know, in [insert countdown, i.e. 14 days] the YMCA of Greensboro's Annual Giving Campaign will reach its last day of the official campaign! While you can still give year-round, giving before April 18 is especially important to help us reach our goal to serve our community.

The YMCA is an important resource to so many individuals and families who benefit from access to afterschool care, early learning, senior health and fitness activities, and more. Financial assistance is important because it makes the Y accessible to everyone. When you give to the Y's Annual Giving Campaign, you're helping your neighbors and community thrive.

I choose to support the Y because it makes such a big difference in our area, and I hope you will too. Please consider contributing to our campaign, which you can find via my personal campaigner link: (your campaigner link goes here). And, no donation is too small – every gift truly makes a difference.

Thank you in advance!

Best regards,

[Your name]

# BEST PRACTICES FOR ONLINE FUNDRAISING

- 1 Online fundraising is a great option for family members, colleagues, or out-of-state friends who have a relationship with you but may not be connected with our YMCA. Use your personal fundraiser link to direct people who want to make their donation online.
- 2 Make calls to your assigned donors and prospects first – get commitment. Reach out to new donors after securing/connecting on all of your assigned renewal pledges.
- 3 Sending a link to your personal fundraiser link is a good way to follow-up once you have made a personal ask for a specific dollar amount, or if someone was hesitant about giving during your initial ask.
- 4 Email your donors and prospects pictures, videos, stories...which help educate and inspire them to give.
- 5 After the Campaign ends, circle back around and let your donors know how much you raised with their support.
- 6 Continue to develop a long-term relationship, which will encourage increased giving over time.

# **SAMPLE SOCIAL MEDIA POSTS AND TEXTS**

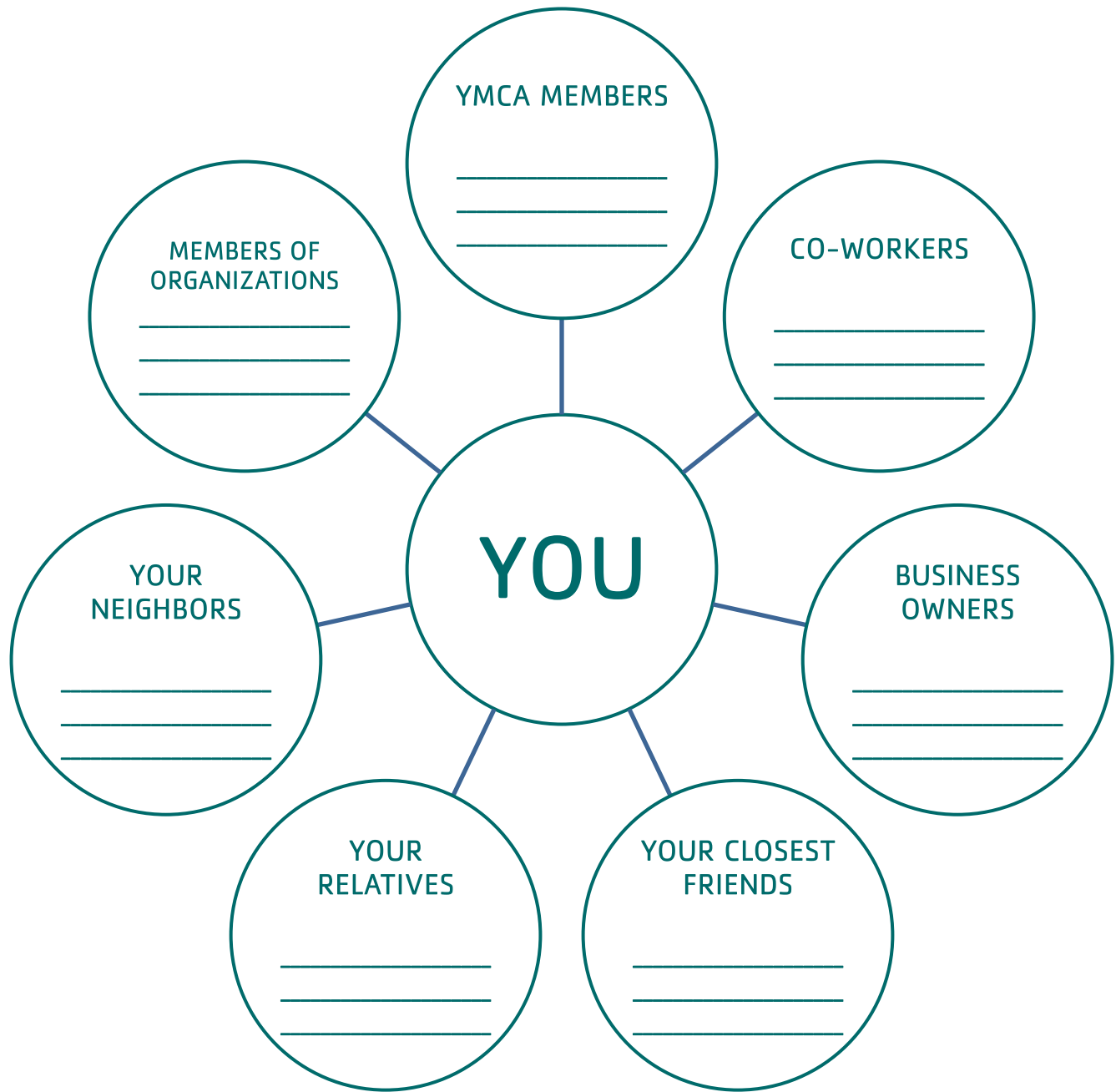
## **ANNUAL GIVING CAMPAIGN SOCIAL MEDIA SUGGESTED POSTS**

Take a look at the social media post below, then check out Appendix B at the end of this handbook for even more suggested social media posts and texts. For greatest impact and post interaction, and be sure to share your personal fundraiser link! Tell people why the Y is important to you and your family. If you are comfortable, share a photo or video of the Y's impact.

"I work/volunteer at the Y and I see first-hand the difference we are making in the community! Join me in supporting the YMCA of Greensboro Annual Giving Campaign: (your personal giving link here)"

Be sure to like and follow all YMCA of Greensboro branch and Camp Weaver social media accounts for the biggest reach, i.e. Facebook, X (formerly Twitter), Instagram, YouTube, and TikTok. Find them all on our website at [ymcagreensboro.org/social-media](https://ymcagreensboro.org/social-media).

# CIRCLE OF INFLUENCE



# THE DONOR FORM

The donor form is critical to the campaign. Every effort is made to ensure there is only one form per prospect to protect him or her from being called more than once. Volunteer campaigners may request a certain person's form but should not call anyone without obtaining a donor form first.

## STEP ONE: DONOR INFORMATION

Verify the donor's name, address, phone numbers and email address. Renewal forms will include the previous giving amount and upgrade the ask levels. Blank pledge forms, similar to the ones on the right, will also be available.

## STEP TWO: THE GIFT

Verify and record the donor's gift/pledge amount.

Donors may designate their gift to a specific Y branch or Camp.

If the donor's preferred recognition name is different from the donor information, please indicate this. Honor their intent.

## STEP THREE: PAYMENT OPTIONS

Invoice based on preferences on preferred schedule. Pay now with cash or check. For credit card charges, donors will need to make their gift online at [ysupport.org](https://ysupport.org) or at the front desk of a Y branch or Camp. They may also make their gift on the designated iPad at the Y Branch or Camp to avoid paying credit card transaction charges.

## STEP FOUR: AUTHORIZATION

Get the donor's signature to secure their commitment.

**>50%** of parents say sports give their children skills to help in future schooling and/or their future career. **\$85** builds confidence and character through youth sports.

**67%** of children say they wish they had somewhere safe and fun to go after school. **\$2,250** offers an afterschool destination for a student to learn, grow and thrive.

**55%** of families say they are constantly looking for things they can do as a whole family. **\$800** ensures families have a safe place to build lasting memories together.

**58%** of families report that barriers including cost factored into their decision to enroll their child in summer camp. **\$190** provides a week of summer day camp, full of enrichment and fun activities.

**40%+** of seniors regularly experience loneliness which increases the risk of developing clinical dementia by 64%. **\$516** creates an environment for seniors to participate in exercises and socialize with others.

Fill out, detach & mail this pledge card to YMCA of Greensboro, Attn: Annual Campaign, 620 Green Valley Rd., Suite 210, Greensboro NC 27408

**YMCA OF GREENSBORO**

**PAYMENT OPTIONS (please check one)**

☐ Donation amount: \$ \_\_\_\_\_

☐ I will donate a vehicle or real estate as my gift this year

☐ I plan to give online at [ysupport.org](https://ysupport.org)

☐ Payment enclosed

☐ Please, bill me

☐ Now for single payment ☐ Quarterly

☐ Monthly ☐ Sustainer Gift (Monthly)

☐ Other

☐ 1889 Society (Total of \$5,000+ Across 3 Years)

☐ DAF ☐ Stocks or Bonds

☐ IRA Gift ☐ Check to find out more about planned giving

**YES, I WANT TO GIVE!**

**I Pledge \$** \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Campaigner: \_\_\_\_\_

Donor Signature: \_\_\_\_\_

**GIVE TODAY**

# FREQUENTLY ASKED QUESTIONS

## **Is the YMCA a charitable organization?**

Yes. The YMCA organization is a nonprofit organization classified by the Internal Revenue Services (IRS) as a 501(c)(3) organization. Based on that designation, all Annual Giving Campaign contributions to the YMCA are considered tax-deductible.

## **What is the difference between a health club and the YMCA?**

The YMCA has a purpose and philosophy built into its programs, recognizing that there is more to achieving good health than just strengthening muscles. Our mission is an essential component of every YMCA program. We focus on character development, demonstrating Judeo-Christian principles through the core values of caring, honesty, respect and responsibility. Moreover, the YMCA is an inclusive organization and turns no one away because of race, religion, gender, physical ability or inability to pay. The Y is for all.

## **Why should I contribute when I already pay dues as a member?**

Your membership dues cover the cost of your facility or program membership but do not support the additional cost of our financial aid to ensure that the Y is for all. Access for all is possible only through the funds we raise from Y friends and members like you who want to help others.

## **Do contributors receive special membership privileges?**

Donors receive recognition as YMCA supporters, and their gifts will qualify as charitable deductions under the guidelines of the IRS. Contributors do not receive any special membership or program privileges because of their charitable contribution.

## **How much of what is contributed stays in the community?**

All contributed dollars are used for programs and services right here in our community. Our Y prides itself in uplifting and serving those who need us most right here.

## **Who decides how contributions are used?**

The YMCA is a volunteer-driven, volunteer-led community service organization. It is governed by Board of Directors from the community who serve out of dedication to the mission and purpose of the YMCA. Contributions are used to support those in our community who need us most and all financial aid recipients complete an application. Volunteer board members approve the YMCA's annual operating budget and regularly monitor revenues and expenses over the course of each fiscal year.

## **Will the Y accept an in-kind gift?**

Yes. The needs of the YMCA are not just monetary. YMCA programs also benefit from contributions of equipment such as computers, video equipment and tools. The fair market value of donated items is tax-deductible. However, the value of in-kind contributions does not count in the Annual Giving Campaign total.

## **What if I want to support the Annual Giving Campaign, but with a non-monetary gift?**

The Y accepts unwanted vehicles, boats, farm equipment, ATVs, and more! We even accept real estate! Once donated and sold, the proceeds support our Annual Giving Campaign.



## APPENDIX A: My Campaign Planning and Tracking

Prospective Donors	Last Year's Gift	This Year's Target	Method of Ask/Solicit	Case for Support	This Year's Gift Pledge

**My Campaign Goal** \_\_\_\_\_

Weekly Progress	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Total
Number of Asks							
Number of Gifts/ Pledges							
\$ Sum of Gifts and Pledges							
% of my Campaign Goal							

**Be sure to turn in your gifts/pledges each week.**

# APPENDIX B: Sample Social Posts and Text Prompts

**Be sure to share your campaigner giving link across your social media platforms!**

## Hashtag Options

#ygsoagc

#ymcagreensboro

#myystory

## Social Media Copy

Giving is not about making a donation. It is about making a difference. I am helping the Y raise donations to provide financial assistance for membership, programs, and more! Everyone should have the opportunity to belong at the Y! Give online at (your campaigner link) #ymcagreensboro #ygsoagc

Do you know how to swim? Many children in our community do not. Please consider a donation to the Y's Annual Giving Campaign to help provide swim lessons to a child and potentially save a life. Give at (your campaigner link). #ymcagreensboro #ygsoagc

The Y believes everyone deserves the same opportunities, no matter who you are or where you are from. Join me in leveling the playing field for kids and families in our community! Give today at (your campaigner link). #ymcagreensboro #ygsoagc

I met (@tag a Y friend or friends) at the YMCA of Greensboro (or change to your branch or camp name) and I could not imagine my life without (him/her/them). I am supporting the Y this year to make sure everyone is able to have the same opportunities no matter their ability to afford it. Give online at (your campaigner link). #ymcagreensboro #ygsoagc

Need a reason to give? Your donation of \$125 will help a child learn skills and build confidence in a Y swim class. Give now at (your campaigner link). #ymcagreensboro #ygsoagc

Did you know that youth who play sports often have more confidence, better grades, and higher self esteem? But not everyone has the chance. Donate today to help the Y give more kids the opportunity! Get started online at (your campaigner link). #ymcagreensboro #ygsoagc

Your donation to the Y's Annual Giving Campaign makes it possible for kids to have a safe place to learn and meet friends after school, for families to reconnect and grow together, and for people of all ages to reach their full potential. Join me in donating today! Give at (your campaigner link). #ymcagreensboro #ygsoagc

YMCA programs give kids a safe place to learn and play. The Y's Annual Giving Campaign ensures that the Y is affordable for all families. Will you join me in supporting families in our community through a donation today? Give today at (your campaigner link). #ymcagreensboro #ygsoagc

Want to be part of something positive in 2025? Now, more than ever, families and communities need the YMCA. The Y will play a vital role in helping our community connect and thrive in 2025. Donate today! Give online at (your campaigner link). #ymcagreensboro #ygsoagc

The YMCA of Greensboro (or change to your branch or camp name) continues to serve the needs of our community. From senior services to preschool, and cancer survivor strength to support programs, we are here to help connect everyone to the resources they need. This is only available through the generosity of donors and volunteers. Are you ready to support the Y? Give online now at (your campaigner link). #ymcagreensboro #ygsoagc

Why do I give to the Y? Because it changed MY life. (insert your personal Y story) Help me make this possible for others by giving online at (your campaigner link). #ymcagreensboro #ygsoagc #myystory