

Welcome!



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ANNUAL GIVING CAMPAIGN KICKOFF 2025

AGC KICKOFF
BRYAN PARK CONFERENCE CENTER
January 23, 2025

2025 ANNUAL GIVING CAMPAIGN

YOU are at the heart of our Annual Giving Campaign!

Congratulations to last year's AGC Campaigners-of-the Year!

Ralph Robinson – Bryan YMCA

Michael Delev – YMCA Camp Weaver

Jerry Hyman – Eden YMCA

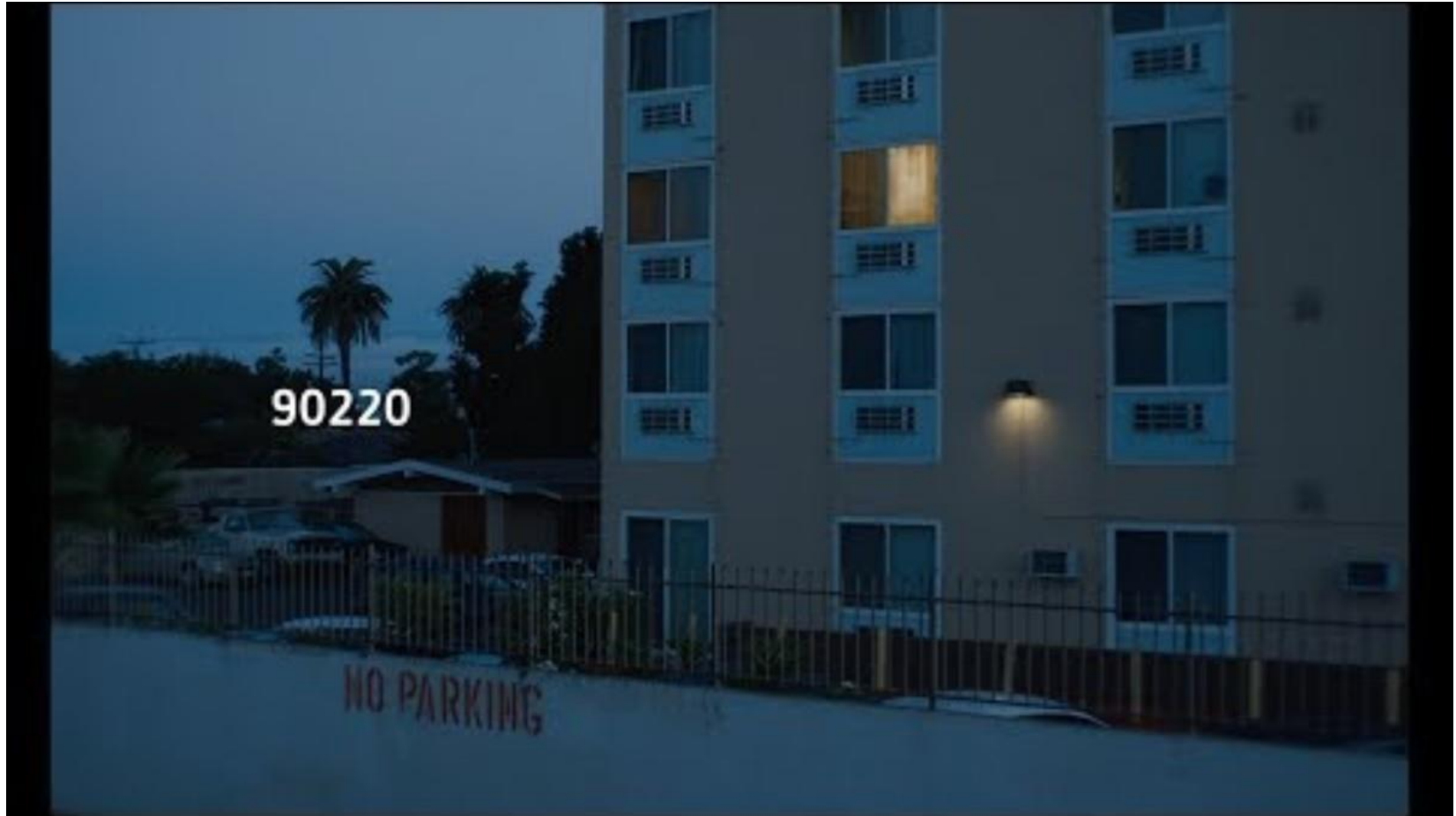
Nancy Douglas & Colonel Larry Burnett – Hayes-Taylor YMCA

Cliff Paddock – Ragsdale YMCA

Paula Tillotson Sanchez – Reidsville YMCA

Tabitha Southard – Spears YMCA

2025 ANNUAL GIVING CAMPAIGN



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What is our Annual Giving Campaign?

- Each year, the YMCA of Greensboro Association **connects** with our community in a coordinated effort by volunteers and Y team members to raise funds to uplift those who need us the most
- Our campaign represents the best of what it means to build and nourish lasting, meaningful **connections** that help everyone thrive

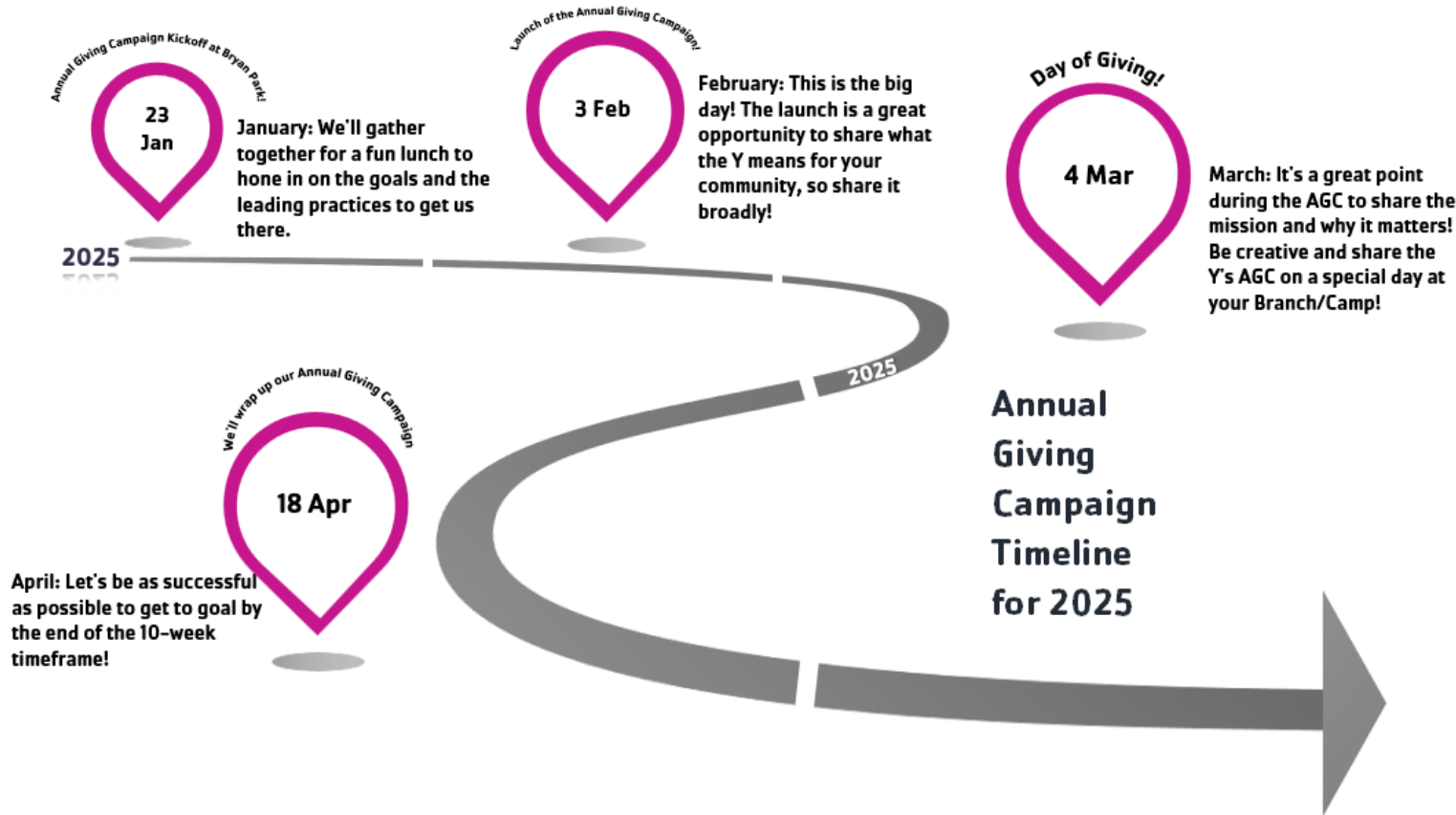
2025 ANNUAL GIVING CAMPAIGN

Why we have an Annual Giving Campaign

- Purpose: These efforts and the resulting financial support of our donors through the Annual Giving Campaign help ensure that the Y is available for ALL, regardless of financial circumstances
- At the Y, this is the embodiment of our **Mission**: To put Judeo-Christian principles into practice through programs that build healthy spirit, mind, and body for all
- A successful Annual Giving Campaign helps bring to life our **Vision**: A stronger, healthier community where equity is the norm

2025 ANNUAL GIVING CAMPAIGN

Our 2025 Annual Giving Campaign Timeline



2025 ANNUAL GIVING CAMPAIGN

Our 2025 Annual
Giving Campaign Goal
\$800,835

2025 ANNUAL GIVING CAMPAIGN

Let's **connect** and make this happen!

- This year, we are launching a Peer-2-Peer (P2P) campaign
- This simply means that we're making it even easier to **connect** with the people in your circle of influence to help create a successful 2025 Annual Giving Campaign
- Here we go: scan the QR code on the next page to begin!

2025 ANNUAL GIVING CAMPAIGN

Scan the QR code that corresponds to the Branch/Camp you'll be fundraising in support of:

Bryan



Camp Weaver



Eden



Hayes-Taylor



Ragsdale



Reidsville



Stoney Creek

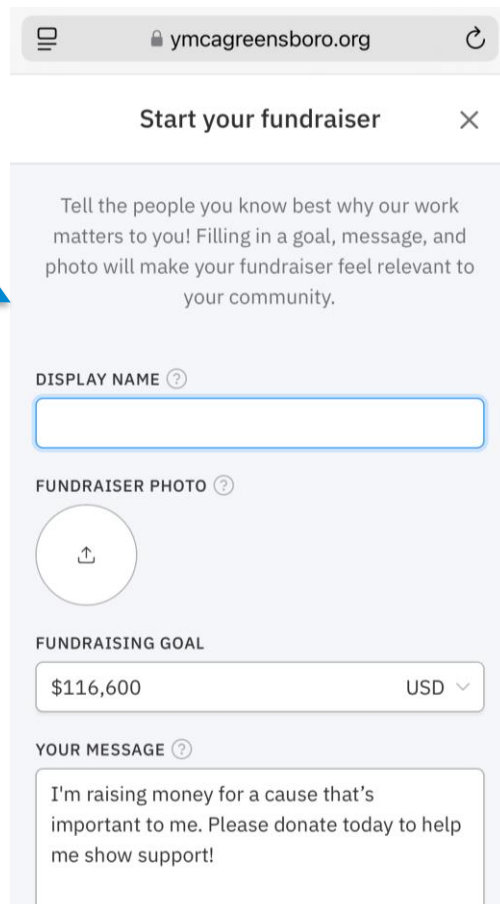


Spears



2025 ANNUAL GIVING CAMPAIGN

- You'll be taken to a page that looks like this (don't worry if the fundraising goal is not the same amount shown in the example here)




ymcagreensboro.org

Start your fundraiser

Tell the people you know best why our work matters to you! Filling in a goal, message, and photo will make your fundraiser feel relevant to your community.

DISPLAY NAME ?

FUNDRAISER PHOTO ?



FUNDRAISING GOAL

USD ▾

YOUR MESSAGE ?

I'm raising money for a cause that's important to me. Please donate today to help me show support!

2025 ANNUAL GIVING CAMPAIGN

- Next, you'll fill out your Display Name (the name you prefer to go by)
- Select or take a picture that folks will recognize you by
- Select what you would like to help raise in support of the 2025 Campaign
- Put a short message (180 characters) to show why you're campaigning for the Y

The screenshot shows a web browser at ymcagreensboro.org with a 'Start your fundraiser' modal open. The modal contains a text prompt, followed by four input fields: 'DISPLAY NAME', 'FUNDRAISER PHOTO', 'FUNDRAISING GOAL', and 'YOUR MESSAGE'. Blue arrows from the text on the left point to each of these fields. The 'FUNDRAISING GOAL' field is pre-filled with '\$116,600' and a 'USD' dropdown. The 'YOUR MESSAGE' field contains a sample text about raising money for a cause.

ymcagreensboro.org

Start your fundraiser

Tell the people you know best why our work matters to you! Filling in a goal, message, and photo will make your fundraiser feel relevant to your community.

DISPLAY NAME ?

FUNDRAISER PHOTO ?

FUNDRAISING GOAL

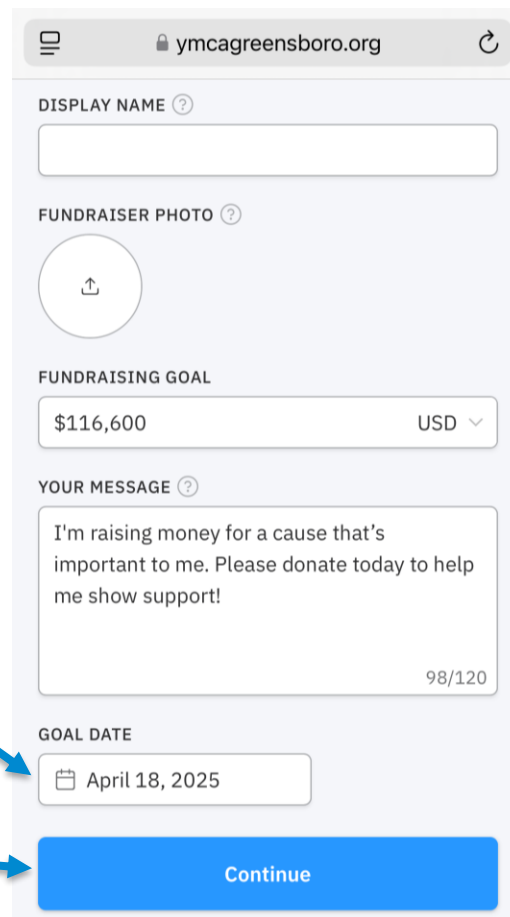
\$116,600 USD

YOUR MESSAGE ?

I'm raising money for a cause that's important to me. Please donate today to help me show support!

2025 ANNUAL GIVING CAMPAIGN

- Now, scroll down a bit and you'll fill in the goal date with April 18, 2025
- Then, select Continue



The screenshot shows a web browser at ymcagreensboro.org with a fundraising form. The form includes fields for a display name, a fundraiser photo upload, a fundraising goal of \$116,600 USD, and a message box containing the text 'I'm raising money for a cause that's important to me. Please donate today to help me show support!' with a 98/120 character count. Below the message is a goal date field set to April 18, 2025, and a blue 'Continue' button at the bottom. Two blue arrows from the text on the left point to the 'GOAL DATE' field and the 'Continue' button.

ymcagreensboro.org

DISPLAY NAME ?

FUNDRAISER PHOTO ?

FUNDRAISING GOAL

\$116,600 USD ▾

YOUR MESSAGE ?

I'm raising money for a cause that's important to me. Please donate today to help me show support!

98/120

GOAL DATE

April 18, 2025

Continue

2025 ANNUAL GIVING CAMPAIGN

- Then, you will fill out your email address and click continue

ymcagreensboro.org

< Email verification >

We will send an email with a verification code to this email address.

EMAIL

sonsera.kiger@ymcagreensboro.org

Continue

2025 ANNUAL GIVING CAMPAIGN

- Now, you will fill in the verification code you received in your email (it is case-sensitive) then click Continue

ymcagreensboro.org

< Verification code >

We've sent your verification code to **sonsera.kiger@ymcagreensboro.org**. If you can't see it in your inbox, check your spam folder or click back to the last screen to resend.

VERIFICATION CODE

Type code

Continue

2025 ANNUAL GIVING CAMPAIGN

- Now, you'll fill out your name once more and click Start fundraising

ymcagreensboro.org

< Personal information X

Please provide your name for our records.
Donors will only see your fundraiser's display name.

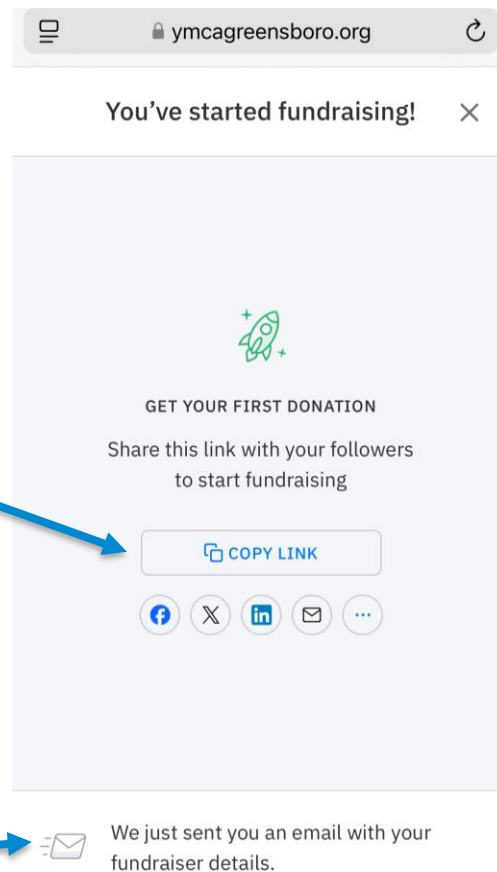
FIRST NAME
Sonsera

LAST NAME
Kiger

Start fundraising

2025 ANNUAL GIVING CAMPAIGN

- **Yay! You're officially ready to start making P2P fundraising magic happen!**
- Click on Copy Link and start spreading YOUR Y story!
- Want to make a change, or track progress? Your fundraiser details email has your fundraiser details



2025 ANNUAL GIVING CAMPAIGN

Helpful 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?"

2025 ANNUAL GIVING CAMPAIGN

Helpful tips for successful fundraising:

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

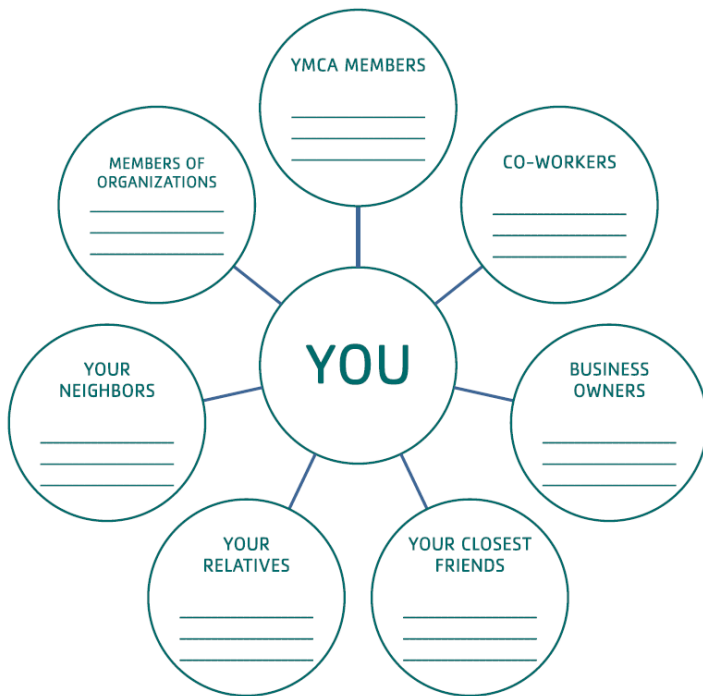
Personal appointments send a strong message that you believe that supporting the Y is important. Campaigners who make it a point to use personal visits consistently secure larger gifts and produce more dollars relative to their investment of time.

2025 ANNUAL GIVING CAMPAIGN

Let's start building out our **connections**

- Page 14 of your Campaigner Workbook is YOUR Circle of Influence

CIRCLE OF INFLUENCE



2025 ANNUAL GIVING CAMPAIGN

This year's Annual Giving Campaign is YOUR moment to **connect**

- Building **connections** is one of the things our Ys do best
- Building on **your connections** by sharing your passion about the good that the Y does for our community will inspire support for our Annual Giving Campaign
- We can do this!

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Thank you!