



BUILD BELONGING

2022 Annual Campaign Volunteer Manual
ANN ARBOR YMCA

WELCOME



Dear YMCA Volunteers and Staff,

I'd like to start with my heartfelt gratitude for all that you give to the Y. It is because of you—your time, talents and financial support—that the YMCA continues to be a champion of diversity, equity, inclusion, and belonging in Ann Arbor, Ypsilanti, and all of our local communities.

As someone who has been personally impacted by the Y, you are no doubt aware of how the Y can change lives for the better. The Y has been an anchor in Washtenaw and southern Livingston Counties for almost 170 years, and we have served hundreds of thousands in that time. As times have changed, so have we, always working to respond to the needs of our communities. What hasn't changed is the generosity of volunteers who make the work that we do possible.

Funds raised in the Annual Campaign ensure that we can truly be "For All" and allow everyone who comes through our doors the opportunity to reach their potential. The donations we receive give us the opportunity to say "yes" and subsidize the cost of memberships, program fees, and youth programs so that no one is ever turned away because of an inability to pay.

Thank you for joining me and our Y as we rally around our mission to be for all. Together, we are building a stronger community for today, tomorrow, and for the future.

With sincere gratitude,

A handwritten signature in black ink that reads "Joe Kovalcheck". The signature is written in a cursive, flowing style.

Joe Kovalcheck
Chief Mission Officer

"I believe that if we continue to support, invest, and believe in our young people, as the Y's young founders did more than 175 years ago, that our future is in good hands."

- Joe Kovalcheck

OUR MISSION

The Ann Arbor YMCA's mission is to put our core values of caring, honesty, respect and responsibility into action through facilities and programs that build healthy spirit, mind and body for all.

We are an association made up of people from every walk of life, working side by side to strengthen communities. Together we strive to ensure that everyone, regardless of age, race, gender, gender identity, gender expression, income, faith, sexual orientation or cultural background has the opportunity to live life to its fullest. Through the generous contributions of our donors, the YMCA is able to provide financial scholarships that enable all members of the community to enjoy YMCA programs.

OUR CAUSE

We know that lasting personal and social change comes about when we all work together. **That's why, at the Y, strengthening community is our cause.** We are a charitable association of adults and children joined by a shared commitment to nurturing the potential of children and teens, promoting a healthier way of life, and supporting our neighbors. That's why we have three distinct areas of focus:

- » **YOUTH DEVELOPMENT:** Nurturing the potential of every child and teen.
- » **HEALTHY LIVING:** Improving the nation's health and well-being.
- » **SOCIAL RESPONSIBILITY:** Giving back and providing support to our neighbors.

OUR VALUES

Our core values are the shared beliefs and essential principles that guide our behavior, interactions with each other, and decision making. Through all our activities, events and services, we encourage people to accept and demonstrate positive values and we are committed to this approach in strengthening our community.

- » **CARING:** Show a sincere concern for others
- » **HONESTY:** To be truthful in what you say and do
- » **RESPECT:** Treat others in a kind and friendly manner
- » **RESPONSIBILITY:** Be accountable for your promises and actions

OUR HISTORY

In 1844, industrialized London was a place of great turmoil and despair. For the young men who migrated to the city from rural areas to find jobs, London offered a bleak landscape of tenement housing and dangerous influences. 22-year-old George Williams, a farmer-turned-department store worker, was troubled by what he saw. He joined 11 friends to organize the first Young Men's Christian Association (YMCA), a refuge of Bible study and prayer for young men seeking escape from the hazards of life on the streets. Over the next 175 years, the Y would help weave the fabric of our nation by inventing and developing American staples like basketball, volleyball, adult continuing education, group swim lessons, and bodybuilding.

THE ANNUAL CAMPAIGN

Not everyone is born with the resources to succeed. Many people across the country are made to feel invisible because of environmental circumstance. But the truth is, all people are capable of greatness. All communities are filled with beauty. And the Y is dedicated to helping people grow.

The YMCA Annual Campaign is a yearly fundraising effort that allows us to fully realize our mission, especially as it relates to the last two words: “for all.” The Y recognizes the importance of financial accessibility and is determined to make membership and program fees affordable for everyone in our community.

Led by YMCA volunteers, the Annual Campaign serves as the backbone of our philanthropic efforts. This organized effort secures charitable gifts from YMCA members and the community to ensure our programs and services remain accessible. Every donation stays within in our Y in the form of financial assistance and subsidies. These funds ensure all community members have access to the Y and advance programs that address community needs.

The Y is a leading 501(C)(3) nonprofit committed to strengthening communities through youth development, healthy living, social responsibility and giving back. Every day, we work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive. Deeply rooted in the community for more than 175 years, we have the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change.

In order to do this, it takes people. People of caring and commitment who realize that a vibrant YMCA ensures that everyone has the opportunity to live, grow and thrive.

STORY OF IMPACT

“On a friend’s recommendation, we checked out the Ann Arbor YMCA. From the moment we walked in, it felt like home. The staff and members were all so welcoming that we joined that day! I was amazed at all of the wonderful programs for children and adults. My husband and I both enjoy our membership at the Y, including the fitness center and group fitness classes.

Most importantly, we feel so fortunate to be able to provide our children with opportunities to grow and learn at the Y. Our daughter Abby loves getting stronger and building her muscles in gymnastics class, learning new dance moves in ballet, practicing water safety in swimming class and playing with her friends in Day Camp. Our son, Ryan, can’t wait to go to basketball every week and is equally enthusiastic about swimming class!

I am proud to be a part of the Annual Campaign and to help the Y provide these opportunities to families who cannot afford it on their own.”

– Kelly, YMCA Member & Donor

THE ANNUAL CAMPAIGN

OUR NEED FOR SUPPORT

The YMCA is one of Washtenaw County's leading non-profits, acting as a catalyst for community transformation through youth development, healthy living, and social responsibility. In 2021, the Y provided just over \$400,000 in support, services, and program subsidies to kids and families-in-need in Washtenaw County and southern Livingston County, in areas like:

- » Membership: \$105,000
- » Childcare: \$150,000
- » Summer Camp: \$120,000
- » Health Equity: \$25,000

Investing in young people, particularly those who are farthest from opportunity, is key to advancing equity and justice while building whole-person health for all. That's why this year's Campaign is centered on four primary areas of need:

- » **Access for All:** To ensure equitable access for all, income-based financial assistance allows everyone to access to the Y's life-changing programs and services regardless of economic barriers.
- » **Academic Support:** We work hand-in-hand with schools and other youth-serving agencies to foster social, academic, and emotional learning in our child development centers and out-of-school-time programs. Your support helps ease the that impact COVID-19 has had on the learning experiences of our children.
- » **Camp & Outdoor Leadership:** Summer camp programs help build leadership, life, and community building skills by blending traditional camp experiences with a modern curriculum. The Annual Campaign gives all youth the chance to build a lifelong appreciation and love for the outdoors.
- » **Health Equity:** Health equity is achieved when everyone has a fair and just opportunity to be as healthy as possible, reaching their full health potential, and no one is disadvantaged because of race, gender, social status, or other circumstances.

THE ANNUAL CAMPAIGN

OUR GOAL

Through our **2022 Annual Campaign**, you can help **2,300 families** access the YMCAs life-changing programs and services in Washtenaw County and southern Livingston County. Just \$135 helps children achieve their potential, builds healthier lifestyles for adults and seniors, and brings our community closer together. Every gift makes a difference and moves us closer to our goal of **\$308,000**.

Each YMCA responds to the unique needs of the communities we serve. From water safety to disease prevention, youth literacy to college readiness, safe spaces to social impact, everything our Y does is in service of making us – as individuals and a community – better.

Every day, the Y supports kids, adults and families who need us most with programs that protect, teach, connect, heal, nourish and encourage. It's how we empower communities and the "us" who live in them to realize their incredible possibilities and full potential. We can't do it alone. We count on the generosity of our donors to make a better us possible. **Every dollar donated stays local** and helps address our community's most critical needs.

\$308,000 – Direct Giving/Peer-to-Peer

- » \$5,000 – Staff Campaign
- » \$40,000 – Board Campaign
- » \$95,000 – Community Campaign (<\$1,000)
- » \$168,000 – Major Gifts Campaign (\$1,000+)

STRUCTURE

- » **Staff** – While a soft appeal was conducted in Fall 2021, a second stronger appeal will be completed during the month of April. Supervisors or persons with best relationship will make a cause-driven appeal to all staff to support the Annual Campaign through a payroll deduction or a one-time gift.
- » **Board** – Campaign Chairs and Board Chair issued a broad appeal to Board Members at the February Board Meeting. Follow-ups will be conducted throughout March and April to achieve 100% board giving by the April Board Meeting.
- » **Community** – Connects past donors (<\$1,000), members, program participants and the greater community to the YMCA Annual Campaign during March and April. Responsible for thanking all donors for their gifts using phone calls, letters, emails, and other fun strategies during May.
- » **Major Gifts** – Staff and Board leaders present appeals for support to all Major Gift Donors throughout the year, with specific focus in July-December.

THE ANNUAL CAMPAIGN

CAMPAIGNERS

First and foremost, thank you in advance for your time and effort in supporting the Annual Campaign. Together, we truly can strengthen the foundations of community. The Annual Campaign is the Y's primary vehicle for raising sustainable charitable gifts from members and the community, but it's more than just a fundraising tool. It brings together committed volunteers, members, and donors to pursue a common objective: ensuring that each Y has the resources to make an enduring impact right in its own neighborhood.

As an **Annual Campaign Volunteer**, you are the essential link between the YMCA and individuals & businesses in Washtenaw and southern Livingston Counties. You'll share and listen to Y stories, helping connect others to the impact of the Y in a powerful and personal way. Campaigners are the most vital and irreplaceable element of the campaign, serving several critical roles within the campaign structure:

- » Tell our story to **raise awareness of the Y's impact** throughout our community.
- » Be willing to **give and raise the vital resources** necessary to serve our kids, families, and seniors.
- » **Help us thank the donors** who support our cause each year.
- » Attend and assist with Campaign **events and initiatives**
- » **Celebrate** with us as we change lives of kids, families, and seniors!

And to help you succeed, the Y will:

- » Provide you with high-quality, engaging coaching and materials to make a successful ask.
- » Have staff available to assist with any donation request you may wish to make jointly.
- » Provide you access to tangible and online fundraising tools.
- » Recognize and steward donors and gifts
- » Send you weekly progress reports during the campaign.

Your support with the campaign is making it possible for the Y to ensure that no one is turned away due to the inability to afford our services. Annually, our campaign, supports thousands of youth, families and individuals through character building Y programs that help them learn, grow and thrive. More importantly, through your sharing of the Y story, you are perpetuating the cause and mission of our organization.

Campaign Volunteer Guide

We hope that the materials in this manual and the training you receive will give you the tools necessary to be successful in meeting or exceeding your goals. Also know that your YMCA staff and volunteer teams are available to provide support or answer questions at any time.

THE ANNUAL CAMPAIGN

CAMPAIGN VOLUNTEER JOB DESCRIPTION ANN ARBOR YMCA

Purpose

Be a storyteller and convey the positive impact of the Y's programs and services in the community. Act as a Y ambassador in interpreting the Y's goals and programs. Visit Y members and friends for the purpose of raising charitable gifts that result in the attainment of individual and team goals.

Responsibilities

- » Makes a meaningful personal gift to the campaign
- » Commits the time necessary to ensure campaign goals and objectives are met and agrees to work within the campaign structure and follow campaign policies
- » Attends one of the training sessions to learn more about the Y story and prepare for solicitation visits
- » Personally calls on assigned donor prospects to share the Y story and ask for a meaningful gift
- » Returns all pledge forms with results noted immediately after solicitation visit
- » Attends the campaign events and victory celebrations
- » Reports weekly progress to YMCA
- » Celebrates with the Y at victory celebration
- » Sets and achieves a personal dollar goal, including personal gift, to ensure the Annual Campaign dollar goal is met

Results

- » Achievement of the member and community component dollar goal
- » A sense of satisfaction at having made a difference in the lives of individuals, children, and families in the community
- » A desire to volunteer for future campaigns

STORY OF IMPACT

As a single mother of twin girls, I needed a safe, affordable place for my daughters to go after school. I knew right away the Y was that place.

Not only are my girls safe, they are getting homework help, tutoring, physical activity, and nutrition education. The relationships they've built with their counselors and other kids in the program has helped them heal from the changes our family has gone through. The Y is playing a major role in their lives and future.

I am so thankful for the existence of the Y in my community."

- Alisha, YMCA Parent

THE ANNUAL CAMPAIGN

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: _____

... and my first experience with the Y was: _____

... where I: _____

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

... and serve our members and community by: _____

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

... He/she comes to the Y to/for: _____

... What inspires me about him/her is: _____

... The Y has helped him/her by: _____

If I had just 30 seconds to share how the Y is so much more, I would share _____'s story

... and say: _____

ASK FOR SUPPORT

MAKING THE ASK

Success in securing a gift for the YMCA is not based on luck. There are many ways to ask for a gift, but the best ways require informed and well-prepared volunteers who really believe in the critical importance of the YMCA to our community. Here's a few steps to take to prep for your ask.

1. **Give a Meaningful Gift** - Giving our own gift to the Annual Campaign is the first step in any successful ask. It's an important step to show others that we mean what we say as we work to build trust with our community.
2. **Team Up** – The Y is about relationships... and the Annual Campaign is no different! Whether it's another Ambassador or a YMCA Staff Leader, feel free to make your asks with the support of a partner.
3. **Meet & Ask Face-to-Face** – While we do utilize phone calls, emails, and letters to invite people to give, nothing is more successful than an in-person ask.
4. **Get to Know your Donor** – Personal giving is often driven by personal relationships. The Y as an organization works hard to build relationships with our donors, members, and communities, however we can't do it alone. As our Ambassadors, we rely on you to connect deeper with our donors and community. You are the Y!
 - » "HI, [FRIEND NAME], this is [YOUR NAME]. As you may know, I'm a volunteer with the YMCA and we're conducting our Annual Campaign. Thanks again for taking the time to talk with me about the YMCA and the good work we're doing."
5. **Ask about their Interests** – Once you've built that relationship, now it's time to learn about what interests them about the Y's service to our community. We have a wide-breadth of impact and programs, so it's important we know what they'd like to learn more about and potentially support with their gift. Using the materials provided at training will help make you a much more effective Ambassador.
 - » "I have been a Y member and/or volunteer for the last ___ years and I have been able to see and hear first hand the impact that the YMCA has on our youth and families.
 - » "Do you or your family have any history or background with the Y or its programs?"
 - 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.)

ASK FOR SUPPORT

6. **Share Stories of Impact** – 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. Just tell your story and connect it to the Annual Campaign’s significance.
 - » “This year, we’re planning to raise \$175,000 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 help underwrite financial assistance for things like afterschool 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.’”
 - » In your Ambassador Manual is a list of stories for you to share with prospective donors based on their own interests and passions. Remember to use your storytelling script on the previous page.
7. **Invite Them to Give** – Use information from the prospect’s area of interest to ask for a specific amount and then wait for them to respond. If no focus was given, just use one of the programs in the case to make your request.
 - » “I can tell that camp has meant a lot to you and your family over the years. Would you consider joining me in making a donation to scholarship five needy kids to camp next year?”
 - » “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...”
8. **PAUSE & WAIT FOR A RESPONSE** – Too often, our nervousness will lead us to anxiously answer our own invitation to give. We will talk the donor out of giving if we’re not careful. So once the ask is made, smile and wait for the donor to respond.
9. **Thank the donor!** – You did it! You and the donor just changed a life! Celebrate and thank the donor for their gift!
 - » “Thank you so much! The YMCA really appreciates your generous support...and so do I.”
 - » “Would you prefer to pay your gift in full or on some other basis?” (Complete details of the pledge.)
 - » “You’ll receive an acknowledgement (and an 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.”
10. **Stay in Touch** – Follow up with any additional info or simply more thanks to the donor in the days following the ask. This helps us show the donor how important they are to our Mission.

ASK FOR SUPPORT

CHOOSE THE RIGHT TOOLS

We strive to provide all of our campaign volunteers useful and functional tools to improve the fundraising experience. This section will provide an overview of each of the tool's available for this year's campaign.

Pledge Cards

These are the backbone of the giving process and are the most common way our donors make a commitment to the Y. The most common format is a 8.5"x11" paper form, but can also be found in booklets and tri-fold brochures. While the type of document can vary, what information is collected stays fairly consistent. Required information includes:

- » Name, Address, Phone, and Email
- » Donation or Pledge Amount
- » Donation instructions, like payment type (CC, check, cash), frequency, and reminder dates

Whether a pledge or a donation, these completed forms can be returned to the YMCA or emailed to give@annarborymca.org. When a pledge card is not available, an email can be used in it's place as long as the information above is included within it.

Additional Print Materials

As part of your campaigner toolkit, additional printed materials are provided for you to pair with our pledge cards and customize your fundraising experience. These include:

- » **Campaign Brochures** - Printed bi-fold brochure that outlines the Annual Campaign's purpose, needs, and goals.
- » **Thank You Cards** - YMCA Thank You Cards make it easy for you to provide the first of several acts of appreciation we will show our donors together.
- » **YMCA Stationery** - YMCA-branded stationary makes it easy for you to write or type a letter to your donors.
- » **YMCA Envelopes** - YMCA-branded envelopes help you send and receive correspondence and donations with your donors.

These items are available directly from the YMCA or can be downloaded from the campaigner toolkit page of our website.

ASK FOR SUPPORT

Online Giving

The Ann Arbor YMCA provides an online giving platform on our website as well as through third-party provider. These tools have the benefit of efficiently engaging prospects with a pledge while giving them a convenient payment method for their donation. These can be found in one of three ways:

- » Visit www.annarborymca.org/give.
- » Text **GIVE22** to **53555**
- » Join **GiveButter**, an online giving platform that makes fundraising for the Annual Campaign easy, fun, and accessible.
 - Visit givebutter.com/AAAY2022 or scan the QR code to the right to go directly to the Annual Campaign GiveButter page.
 - Click “Fundraise!” to sign up as a new Campaigner
 - Share your personalized giving link to your friends and family through email and social media.



Staff Assistance

Building experience and knowledge about the YMCA and our Annual Campaign takes time. Campaigners are not expected to be expert fundraisers – they are simply asked to make connections. Campaigners are invited to seek the assistance from YMCA staff, if they so choose, to make an ask. The staff person will share stories of the Y’s impact and explain how the prospect’s pledge would help us change our community.

We have two suggested ways to utilize staff in your fundraising efforts:

- » **Mission Tours** – Especially with prospects that have little or no prior experience with the Y, a tour of the YMCA and/or program is an impactful way to connect them to our cause. These visits allow the prospect and campaigner to see the Y in action as they are led through the facility by a YMCA staff person.
- » **Off-Site Asks** – Bringing along a YMCA staff person to an ask can alleviate the stress and pressure of a one-on-one ask. It also can help volunteers learn by watching a trained development-professional tell the Y story.

To reach out to a staff person for assistance or to schedule a visit, please email give@ymcacharlotte.org.

ASK FOR SUPPORT

CREATE YOUR PROSPECT LIST

Whether you're new to fundraising or you've been involved in the Annual Campaign for years, it's always best to begin by mapping out who you'll ask to support the Y this year. Many Y volunteers ask the question of where do I find donor prospects to consider donations to the Y? The answer to this question can be found by considering the relationships that you have on a daily basis. Studies show that people give to people that they know and trust before they give to a cause or organization.

Below you'll find a **Donor Prospect Worksheet** that can help you think 'outside the box' on potential donors. These can be personal relationships like friends and neighbors, professional relationships like colleagues and vendors, or community relationships like fellow club or church members. One of your first assignments as a Campaign Volunteer is to complete this worksheet by the end of the first week of the Annual Campaign.

Not sure who to ask? Reach out to the Y staff and we can help you identify people in your network AND introduce you to past donors to Annual Campaign who are currently unassigned to a Campaigner.

DONOR PROSPECT WORKSHEET

1. _____
2. _____

Neighbors

1. _____
2. _____

Friends

1. _____
2. _____
3. _____

Y Members & Volunteers (past & present)

1. _____
2. _____
3. _____

Organizations and Clubs

1. _____
2. _____
3. _____

Vendors/Businesses (work & home)

1. _____
2. _____
3. _____

Relatives

1. _____
2. _____
3. _____

MY NAME: _____

1. _____
2. _____
3. _____

Work Associates

1. _____
2. _____
3. _____

Customers/Clients

1. _____
2. _____
3. _____

1. _____
2. _____
3. _____

Other

1. _____
2. _____
3. _____

Past Donors/Supporters

ASK FOR SUPPORT

OUR DONORS

Why do People Give?

Asking someone for a contribution becomes much easier when it is understood that people make charitable gifts for many different reasons. Your prospects may be motivated to give for many reasons. Some of the reasons cited most often by people when they make a gift are:

- » **Reinforcement of Values** - Where someone's values are in direct agreement with the mission of an organization, they will make a gift out of solidarity. At the Y, we are a cause-driven organization focused on improving the health and happiness for everyone in our community.
- » **The Right Thing** - Some people give simply because they know it is the right thing to do. They recognize that they have been fortunate and they want to make a difference in the world. Once they identify an organization that is successful at improving society, they see a vehicle for their generosity.
- » **Personal Connection** - The YMCA has a number of friends who have shared some history. They are (or were) involved with the YMCA as a member, volunteer, or program participant and they wish to demonstrate their personal gratitude toward the YMCA for what we have done for them or for their family.
- » **Recognition** - Some people, and particularly some companies, will want to participate for recognition opportunities. Many corporations have, as part of their mission statement, a need to be good "corporate citizens." Donors like to be recognized through their association with the YMCA.
- » **Confidence and Trust** - These two motivating factors place great emphasis on the idea of "peer to peer" solicitation. If the prospect is sitting across from a solicitor whom they respect, it will greatly influence their decision. They appreciate being asked to give — especially by someone they respect.

Tax Savings - Some people give because they want the tax break. This is also another strong motivator for companies, who often include a certain amount of charitable giving in their budget. As a 501(c)3, all donations made to the Y are tax deductible

Who Gives to the YMCA?

In a recent national study, researchers found that the biggest group of donors come from individuals more than any other grouping of donors. Study results:

1. **Individuals - 75% of donations** - People who feel connected to a cause. In our case, this is can be anyone in the community that feels we can do more to build healthy spirit, mind, and body for all.
2. **Foundations - 13% of donations** - Charitable foundations that's scope of giving matches the work of the cause-driven charity.
3. **Bequests - 7% of donations** - Legacy giving built into wills and estate planning.
4. **Businesses - 5% of donation** - Businesses and corporations whose culture aligns with the mission and focus of the organization and has built a relationship with it.

ASK FOR SUPPORT

CAMPAIGN TALKING POINTS

- » **\$50** - Teaches a child to swim and promotes water safety.
- » **\$100** - Supports a season of youth sports for two children, planting the seeds for a lifetime of fitness.
- » **\$150** - Provides an opportunity for a child to attend a week of summer day camp, providing a safe and fun place to stay while parents are at work.
- » **\$250** - Provides a safe setting, character values, positive role models and enrichment activities for a child to attend our before and after program for a month.
- » **\$500** - Helps a middle schooler attend overnight camp, allowing them to build lifelong friendships and memories.
- » **\$1,000** - Provides an active lifestyle for a senior couple with an annual membership.
- » **\$2,500** - Provides five families with an annual membership so they can spend quality time together.

ANN ARBOR YMCA TALKING POINTS

- » For nearly 170 years we have aimed our focus on meeting the needs of our ever changing community.
- » The YMCA is open to all.
- » As a result of our Annual Campaign, financial assistance is provided to individuals who do not have the financial resources to participate in programs, services or membership.
- » The Ann Arbor YMCA is a charitable association of adults and children joined by a shared commitment to nurturing the potential of children and teens, promoting healthy living, and supporting our neighbors. Each day, we work to ensure that everyone, regardless of age, income or background, has the chance to learn, grow and thrive.
- » In addition, our YMCA is part of a national and international network of 2,600 YMCAs with approximately 20,000 fulltime staff and 500,000 volunteers in 10,000 communities across the country.
- » The YMCA is a values-based organization, committed to challenging everyone to accept and demonstrate the positive values of caring, honesty, respect, and responsibility.
- » Some YMCA programs offered throughout Washtenaw County, include: School Age Child Care, Day Camp, Early Childhood Education, Youth & Adult Sports, Swimming Lessons, Group & Personal Fitness, Active Older Adult Fitness, Community Health & Chronic Disease, Teen Leadership Programs, Safety Around Water

ASK FOR SUPPORT

FREQUENTLY ASKED QUESTIONS (FAQ)

What is the YMCA?

The YMCA is a private not-for-profit, human service organization funded by membership and program fees, contributions from YMCA friends, corporations, foundations and grants. The YMCA offers family programs, youth programs, senior programs, and more.

Are gifts to the YMCA tax deductible?

Yes, the YMCA is a 501(c)3 tax exempt organization. Charitable gifts to the YMCA are tax deductible to the fullest extent of tax laws.

I already pay membership dues... Why should I donate?

Your dues only cover the costs of Y membership. Additional dollars are needed to subsidize programs and provide financial assistance. The YMCA needs your support in this campaign to reach into the community and provide safe, high quality, character building programs for all.

I'm not a member, why should I give to the YMCA?

Your support is still needed. The YMCA provides meaningful opportunities for young people to grow into responsible adults and provides every participant a safe and loving environment. The YMCA makes your community a better place to live and work.

I gave last year... is it too soon to be asking again?

Each year contributions help the YMCA deliver vital programs and services. You can pledge now and pay later in the year. The YMCA can bill you one time or in installments.

What do I do if someone has a complaint?

Listen to and record the complaint. Assure the individual that you will follow up with the YMCA and that someone will get back with them. The YMCA will respond to any concern. Once people feel their concerns have been heard, they will be more likely to listen to your request for support.

How will my donation be used within the Y's budget?

100% of the campaign money raised through our campaign stays in our community. Also, 100% of your donation is used directly to support subsidized programs and provide financial assistance.

"Now is not a good time—can I give later?"

As a donor, you can choose to contribute smaller amounts monthly, quarterly, or semiannually, or give one lump sum later in the year. Pledging your support now and making a payment later is often the preferred way to give generously.

ASK FOR SUPPORT

KEYS FOR SUCCESS

Just Ask

The number one reason people give is because someone asked them. 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:

- » 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?

Aim High & Be Specific

When the time is right, ask for a specific amount and focus on impact. By asking for a specific amount that ties to one of our programs, you show respect for the prospective donor and genuine excitement for them to join us in strengthening community.

Emphasize Pledging

A pledge is a deferred payment to the Y. Most contributors will give more over if pledges are made, instead of donations. A generous gift of \$500 becomes \$100 per month for 5 months or \$250 per quarter.

Pledges also allow faster reporting and recognition of the gift. Although the donor may choose to donate later in the year, a pledge allows their gift to be recorded during the Annual Campaign – this helps us meet goal even faster.

Visit YMCA Programs

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

Ask About Matching Gifts

Many companies offer matching gift programs to encourage employees to contribute to charitable organizations. If your donor's company is eligible, have them request a matching gift form from their employer, and send it completed and signed with their donor card. We will do the rest. The impact of their gift to the Y may be doubled or possibly tripled! Some companies match gifts made by retirees and/or spouses. Our office is here to support you and the donor if any questions arise.

Ask the donor if his or her employer has a matching gifts program. If so, be sure to notify Y Staff and they will follow up with them. In order for a gift to be matched, a payment must be made out to the Ann Arbor YMCA. All organizations have to prove the gift is going to a 501(c)(3) charity for their audits.

ASK FOR SUPPORT

THE THANK YOU

Immediately following your conversation, jot a little note that is applicable to your conversation with your prospective donor. We encourage you to write a note to those prospects that give as well as prospects with which you have a conversation, but may not obtain a gift. Thank them for their time and consideration.

Our Mission guides us in all we do and compels us to embrace, reflect and celebrate the richness of diversity within each other, and our community. We invite, welcome and involve everyone to work side by side with us to further our cause.

Suggestions for When a Gift is Made

- » Thank you for supporting the YMCA Annual Campaign. Your gift makes a difference.
- » Your generosity will afford us the resources to support a community member who wishes to become a member.
- » We really appreciate your support. It provides us the resources to offer financial assistance to those in our community who would not otherwise be able to participate in Y programs.
- » It was great speaking with you. Thank you for your contribution.
- » Thank you for changing the life of someone in our community.

Suggestions for When an Ask is Declined

- » Thank you for taking the time to hear the YMCA story. I hope that you will be able to support the Annual Campaign at a later time.
- » I enjoyed visiting with you. Thank you for being a member of the YMCA.

STORY OF IMPACT

“Our two active kids who went from being in school, playing sports, and in after care to now being home, all the time. We weighed the pros and cons and to think that our kids would waste away on devices all summer while we were also trying to work and be productive made no sense.

Camp was the best place for them to be especially since Y Camp worked very smartly with the Health Department and followed the CDC guidelines. It was a big help camp was largely run outdoors and so a much less risky place to be.

The first day I picked them up from camp they were like two different kids - happier than I have seen them in months.”

- Judy, YMCA Member & Parent

IMPORTANT DATES

APRIL

- 11-16 Annual Campaign Kick-Off Week!
- 14 Pep Rally & Ice Cream Social, YMCA Lobby, 5:30-6:30pm
- 17-23 Youth Program Ask Week
- 21 Happy Hour, The Circ Bar, 5:30-6:30pm
» 210 S 1st St, Ann Arbor, MI 48104
- 25-30 Group Fitness Ask Week
- 28 Happy Hour, 734 Brewing Company, 5:30-6:30pm
» 15 E Cross St, Ypsilanti, MI 48198

MAY

- 2-7 Annual Campaign Final Week!
- 7 Brrrkett Bear Plunge, YMCA Camp Birkett, 9:00am-1:00pm
» 9141 Dexter Townhall Rd, Pinckney, MI 48169

JUNE

- 25 YMCA Block Party & Campaign Celebration, 2:00-8:00pm

To learn more or to get involved in any event, please email give@annarborymca.org.

2022 Annual Campaign Calendar

Ann Arbor YMCA

Sun	Mon	Tue	Wed	Thu	Fri	Sat
10	11 Kick-Off Week Daily Task: Get excited - you're about to change lives!	12 Kick-Off Week Daily Task: Don't forget to complete your on-demand training	13 Kick-Off Week Daily Task: Complete your prospect list	14 AC Pep Rally Ice Cream Social - Lobby 5:30-6:30pm	15 Kick-Off Week Daily Task: Blast your e-mail and social media with donor link	16
17	18 Weekly Task #1: Contact your most promising prospects	19	20 Weekly Task #2: Contact your next two most likely prospects	21 AC Happy Hour The Circ Bar 5:30-6:30pm	22 Weekly Task #3: Post on social media why you give to the Y	23
Youth Program Ask Week: An ask will be made during youth sports games and swim lessons this week						
24	25 Weekly Task #1: Follow-up with your asks from last week	26	27 Weekly Task #2: Contact your next most likely prospect	28 AC Happy Hour 734 Brewing 5:30-6:30pm	29 Weekly Task #3: Send letters or email remaining donors	30
Group Exercise Ask Week: An ask will be made before each group exercise class this week						
1	2 Final Week Daily Task: Mail any final letters or pledge cards!	3 Final Week Daily Task: Follow-up with any lingering prospects!	4 Final Week Daily Task: Blast your e-mail and social media!	5 Final Week Daily Task: Finish thanking your donors!	6 Final Week Daily Task: Pat yourself on the back - you rock!	7 Brrrkett Bear Plunge! Camp Birkett 9:00am- 1:00pm
8	9 Clean-Up Week Daily Task #1: Turn in any remaining pledge cards	10	11 Clean-Up Week Daily Task #2: Send last minute thank yous	12	13	14

APRIL MAY

ANNUAL CAMPAIGN PLEDGE FORM

PLEASE RETURN TO ANN ARBOR YMCA
400 W. Washington St. Ann Arbor MI, 48103
or give@annarborymca.org

GIVE ONLINE AT:
WWW.ANNARBORYMCA.ORG



1 DONOR INFORMATION

Donor Name

Preferred Name

Recognition Name (Please print names as you, your company, organization, or family wish to be recognized for your gift.)

Street Address, City, State, Zip

Preferred Mailing Address: HOME BUSINESS

Email Address

Phone

2 PLEDGE INFORMATION

\$50 \$100 \$250 \$500 \$1,000 Other: \$ _____

I would like to make an ongoing* monthly gift of \$ _____

Payment Options

Cash (Full amount enclosed)

Check (Make Payable to Ann Arbor YMCA)

Charge my Credit Card on File

New Credit Card **

Name as it appears on card

Expiration Date

Card Number

Security Code

Please bill me: Monthly Quarterly Annually (Month _____)

My employer and/or my spouse's employer has a matching gift program:

Company Name(s) - Please contact your HR Department to initiate the matching gift.

Planned Giving

The YMCA is in my estate plan.

I would like to talk to someone about giving to the YMCA through my estate.

3

Donor Signature

Date of Pledge

I would like this pledge to recur annually for _____ years.

Your tax-deductible gift will be acknowledged as an unrestricted donation. The Ann Arbor YMCA uses unrestricted gifts where they can do the most good, and we are committed to connecting our community's most critical needs with donors like you who can make a difference.

* By checking the "Make an ongoing gift." box, I hereby authorize the YMCA to initiate monthly debits from the credit card information provided above. The authority is to remain in effect until the YMCA has received 15 days written notification from me of the termination of my monthly gift.

Please return to:
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Ann Arbor MI, 48103
or give@annarborymca.org

Or give online at:
WWW.ANNARBORYMCA.ORG

