



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Sample Letters & E-mails for Campaigners

ANNUAL CAMPAIGN – ANN ARBOR YMCA

INITIAL POINT OF CONTACT #1

Dear [Name],

I am thrilled to share that, as a supporter of the Ann Arbor YMCA, I am participating in this year's Annual Campaign to continue making the YMCA accessible to everyone in our community. I became involved with the Y because [insert your personal connection, or why you personally support the Y]. The Y's mission is important to me because I care about creating a place for everyone in our community to belong – to improve themselves, learn healthy habits and build new friendships. The Y makes that possible. The Y's reach is tremendous – and your support of the Annual Campaign will help ensure that everyone has access, regardless of financial ability.

[Insert case statement from the campaign brochure or one of the case statement documents]

My personal goal is to raise \$[insert goal] in [year]. Every donation makes a difference – no matter the amount. With these donations, we are able to make sure that everyone has access to programs and services regardless of financial ability. To contribute, please visit www.AnnArborYMCA.org/Donate – and don't forget to list me as your campaigner!

Sincerely,

[Your Name]

P.S. If you'd like to learn more about the Y, let me know – I'd be glad to set you up with a 20- minute tour and show you how the Y is so much more than a gym. Thanks again for helping ensure that everyone in our community can access the Y.

INITIAL POINT OF CONTACT #2

Dear [Name],

As a volunteer of the YMCA, I have seen firsthand how the Y is making a difference in the lives of youth, families, and seniors in our community. [Insert your personal connection, or why you personally support the Y].

The Y's Annual Campaign unites Y staff, volunteers, and generous community members in sharing Y stories and raising dollars needed to provide programs and services to those who need the YMCA most. [Insert case statement from the campaign brochure or one of the case statement documents].

Your consideration of financial support will make it possible for us to continue our mission of serving all in the community. In addition, 100% of your donation is used to fund the mission of the YMCA stay in our community to support local kids, families, and seniors. I encourage you to join our cause by donating to the Y today. If you would like more information about the YMCA, ask me and I would love to share why I support the Y. You can donate online at www.AnnArborYMCA.org/Donate or by filling out the attached pledge card.

Sincerely,

[Your Name]

Sample Scripts for Campaigners

ANNUAL CAMPAIGN – ANN ARBOR YMCA

FOLLOW-UP CONTACT #1

Dear [Name],

I'm reaching back out to you today to share the story of a dynamic, cause-driven charitable organization and anchor institution in our vibrant community—the Y.

The YMCA is a hub in our community for people of all ages to participate in athletics, children's programming, active older adult programming, and fitness and wellness programs at our Ann Arbor YMCA membership branch. It's where children receive quality childcare and early childhood education in a safe environment at our Ypsilanti YMCA and Glacier Hills YMCA. And it's where hundreds of local kids have the best summer ever at YMCA Camp Birkett and YMCA Camp AGQ.

I would like to take this opportunity and ask you to join me in supporting this wonderful cause that I believe in. Each year, the Y holds a fundraising campaign to further the vital work of the Y - the Annual Campaign. Contributions raised through the Y's Annual Campaign make it possible for all to be enriched by the Y, regardless of income. [\[Insert case statement from the campaign brochure or one of the case statement documents\]](#)

Dedicated to nurturing the potential of every child and teen, improving our community's health and wellbeing and giving back, the Y is a cause worth investing in. Please consider joining me today to make an impact by donating to the YMCA's [year] Annual Campaign. Together our gifts will make a difference in our community.

Sincerely,

[Your Name]

FOLLOW-UP CONTACT #2

Dear [Name],

As you probably know, the YMCA holds a special place in my heart. I have proudly been a part of the Y for [# of years] years and have seen the impact it has made both on [\[myself/my family\]](#) and the community; I want to share with you an opportunity for you to also support the amazing work the Y is doing for our community.

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." Since 1858, the Y has provided a safe and welcoming place in Washtenaw County to build a healthier spirit, mind, and body. Through the years, our work has evolved and changed with our community yet we still help children, families and individuals build a sense of belonging and lifelong friendships. With so much change and uncertainty in recent years, we are proud to say that the Y is still here to keep our community strong, healthy, and connected.

Through our Annual Campaign, the Y will be here for years to come. With your help we can provide a Y for generations to come and bright future to all. Would you please join me in making a gift to the YMCA? Your gift will allow the Y to meet their mission to serve our community- THEN, NOW, AND ALWAYS.

Thank you,

[Your Name]

Sample Scripts for Campaigners

ANNUAL CAMPAIGN – ANN ARBOR YMCA

CONTACT WITH MAJOR GIFT PROSPECT

Dear [Name],

As [volunteer/board member/staff title] of the Ann Arbor YMCA, I have the privilege each year of bringing together enlightened people to support the vital work of the YMCA. Throughout Washtenaw and Livingston County, countless people know the Y but there's so much more to our Y than one might think.

For 165 years, we've been proud to help our neighbors learn, grow and thrive. Yet we're called to do so much more. Our community faces new challenges that create a greater need than ever for the work we do every day. Fortunately, where some see obstacles, we see opportunities for our members, volunteers and staff to make a difference.

Today, it gives me great pleasure to extend to you my personal invitation to become one of our newest members of the Founder's Club, one of the YMCA's esteemed giving society. Founder's Club membership entitles you to receive a number of exclusive benefits and privileges, including invitations to special events and receptions, private donor reception events, and recognition within the hallowed halls of one of our YMCAs.

But perhaps the greatest benefit of all is the knowledge that you, as a Founder's Club member, belong to a rarefied consortium dedicated to helping us shape our community's future by addressing challenges like closing the academic achievement gap, high school graduation rate, and early childhood literacy. Your partnership will effectively strengthen the YMCA's efforts to ensure that our community forever remains a place where active minds can flourish.

Your contribution will allow the Y to expand its vision of excellence, develop new programs and projects, turn new ideas into reality and find innovative ways of serving our community better. As a donor, you can make a difference in a way few others do. I do hope that you'll choose to join this dynamic group of Founder's Club members with your generous contribution today. I will plan to give you a call in the next week or so to discuss the possibility of our meeting in person. I look forward to talking with you soon.

Sincerely,

[Your Name]

THANK YOU

Dear [Name],

I want to personally thank you for your generous pledge/donation of \$[AMOUNT] to the YMCA Annual Campaign. Your gift allows the Y to offer quality programs and services to all, regardless of means. Together, you have helped build a healthier future for Washtenaw and Livingston Counties.

Thank you for your generosity and support,

[Your Name]