



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA ANNUAL CAMPAIGN

2016 Park Cities Family YMCA



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Our Y Story

Or, why we spend our time helping out!



Every year, about 70 children drown in Texas. Studies show that minority children are especially at risk, as almost 60% do not know how to swim and are three times more likely to drown. As a result, The Park Cities YMCA is bringing water safety awareness to minority communities in the Love Field area, through an urban swim program called "Make A Splash."



Ches Hudel has dedicated much of her life to helping children with mental and physical challenges learn to swim. This began when she volunteered as a college student to help a child with cerebral palsy learn to swim. Now approaching 82, Ches Hudel teaches swimming to more than 40 students in a program called Adaptive Aquatics at the Park Cities Family YMCA.

These are just two Park Cities Family YMCA stories. What is YOUR Y story?

The Y makes accessible the support and opportunities that empower people and communities with a focus on Youth Development, Healthy Living, & Social Responsibility.



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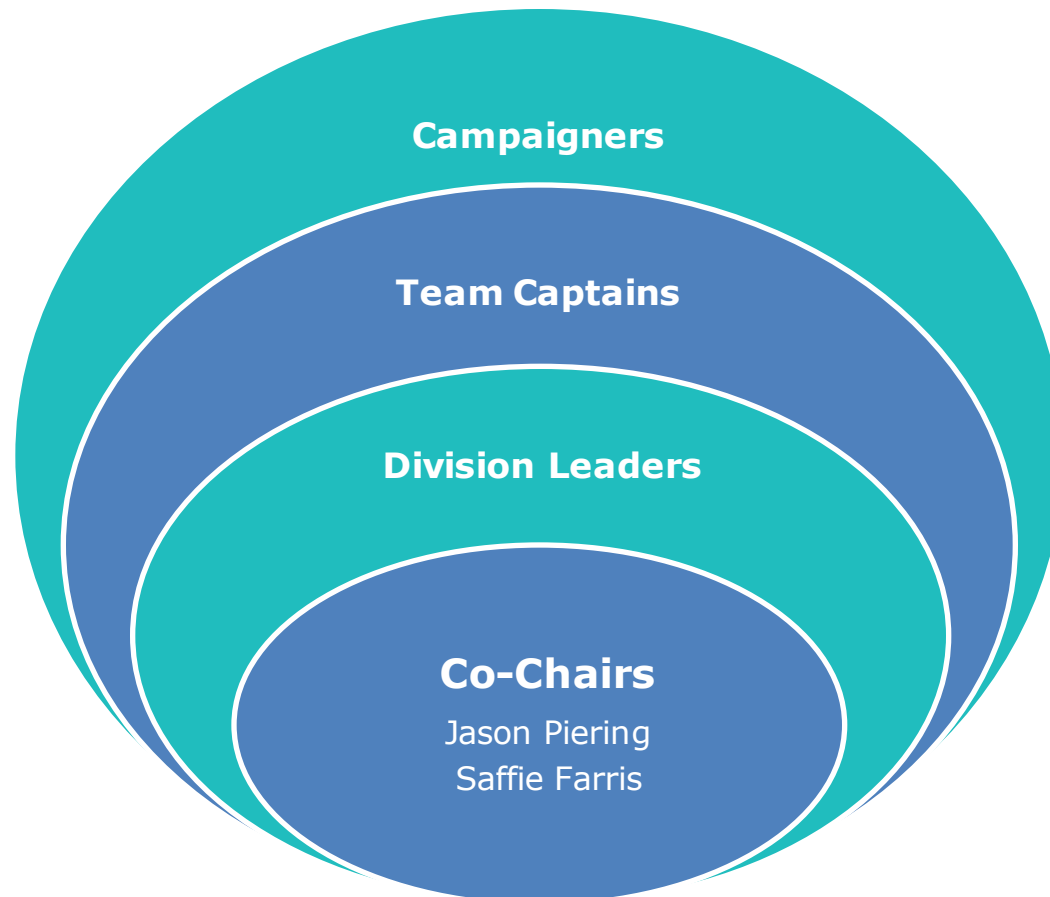
100% of YOUR Annual Campaign
Donations provide scholarships, subsidies
and support for
Park Cities Family YMCA Programs

*No one is ever turned away
because of the inability to pay!*



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The Power of Teamwork makes it possible!





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Division Leaders

Recruit 5 team captains to lead & motivate



Herschel Hodges Advanced Gifts

- John Reniger



Sports

- Angie Carlson

Commercial

- Chris Crocker



Wellness

- Saffie Farris



Youth & Government

- Kendra Yanchak



Membership

- Deborah Griffin

Guides & Princesses

- Bryan Reinke



Christian Initiatives

- Chris Axley





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Team Captains

Recruit 5 volunteer campaigners to support & inspire

Solicit donations and raise awareness to support the programs, scholarships and subsidies of the Park Cities Family YMCA.

Campaigners

Share the impact of the Y with 4-5 other people (donors!)

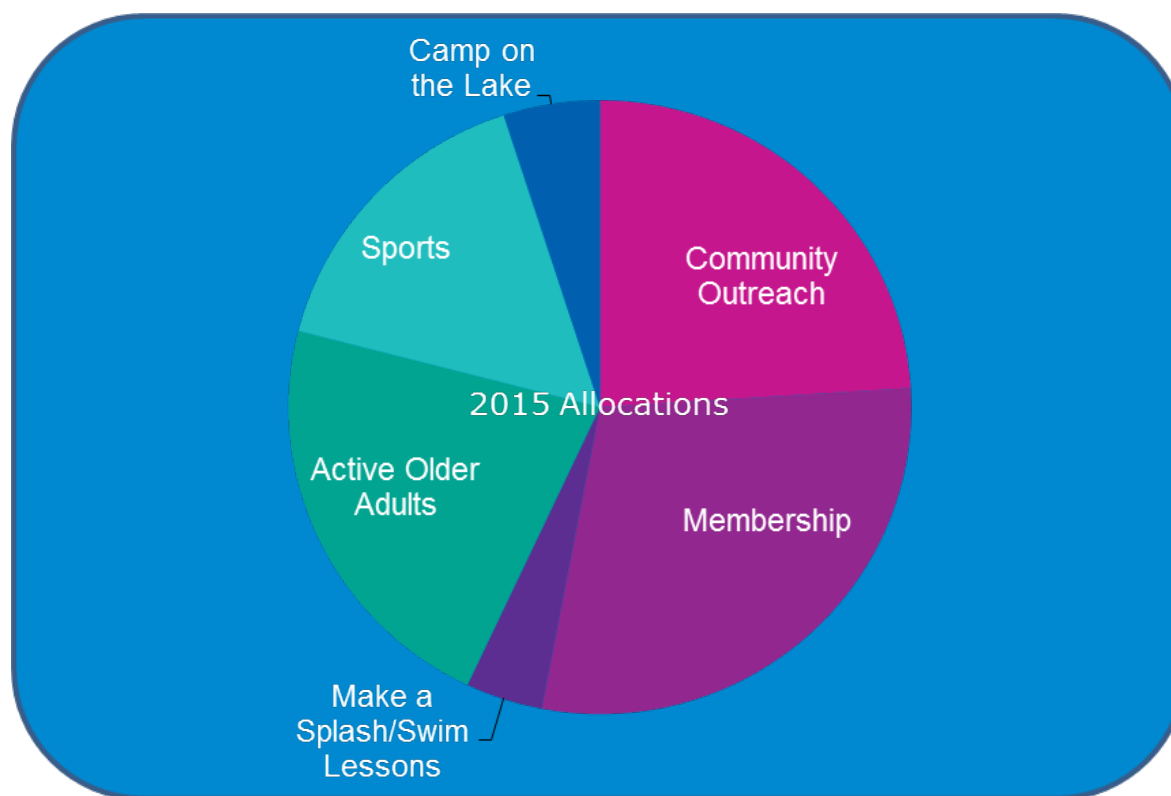
Solicit donations and raise awareness to support the programs, scholarships and subsidies of the Park Cities Family YMCA.

WE are all campaigners! Campaigners are the Y's best storytellers. Due to YOUR work, no one is turned away because of an inability to pay!



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Our 2016 Goal is \$435,000





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6 Steps to a Successful Ask

1. Know The Y story, develop Your Y Story

- **Share with enthusiasm**

2. Make your own donation first

- **Your commitment will prepare you to convincingly talk to your prospects**

3. Build your initial contact list

- **Start with your friends and family (perfect your pitch here!)**
- **Then add neighbors, business associates, customers, social groups, child's sports team, scouts and church groups**

4. Talk to your new prospects in person

- **Face-to-Face gives you the best opportunity to naturally share YOUR Y story**
- **Typically, gifts are larger in person**

5. Ask for a specific amount

- **People like to know what size gift they should consider giving**

6. Attend Phone Parties, Report Meetings, and Celebrations

- **Be involved and active! Strive to achieve and exceed your goal**



Important Note: It is best for divisions to submit potential prospects to Stacy Wells at swells@ymcadallas.org. We do not want prospects to be targeted by multiple campaigners. Past donation history can be provided to assist with your ask too!



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Important Dates

Campaigner Training

- **Tuesday, January 5, 2016 at 12:00pm at PCYMCA**
- **Wednesday, January 6, 2016 at 5:30pm at PCYMCA**
- **Thursday, January 7, 2016 at 7:30am at PCYMCA**

Campaign Kickoff | Thursday, January 14, 2016 | 5:30–7:30pm at Bowlounge

Calling Parties

- **Tuesday, January 19, 2016 from 5:30 to 7:00pm at PCYMCA**
- **Tuesday, January 26, 2016 from 5:30 to 7:00pm at PCYMCA**
- **Tuesday, February 2, 2016 from 5:30 to 7:00pm at PCYMCA**
- **Tuesday, February 9, 2016 from 5:30 to 7:00pm at PCYMCA**
- **Tuesday, February 16, 2016 from 5:30 to 7:00pm at PCYMCA**
- **Tuesday, February 23, 2016 from 5:30 to 7:00pm at PCYMCA**

Report Meetings

- **Thursday, February 4, 2016 at 7:30am at PCYMCA**
- **Thursday, February 26, 2016 at 7:30am at PCYMCA**

Victory Celebration | Thursday, March 3, 2016 at TBA



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Park Cities Family YMCA

2016 Calling Parties

5:30 to 7:00pm at PCYMCA

January 19	Dinner from Bubba's
January 26	Dinner from Banditos
February 2	Dinner from Jason's Deli
February 9	Dinner from Rusty Taco
February 16	Dinner from Corner Bakery
February 23	Dinner from Blue Mesa Grill

Prizes awarded for:

- **Most Money Raised**
- **Most Calls Made**
- **Door Prizes (for fun!)**



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Campaign Awards

Herschel Hodges Advanced Gifts

- **Top Worker | Most Money Raised**

Commercial Division

- **Top Worker | Most Money Raised**

Community Divisions

- **Top Division Leader by % of goal**
- **Most Money Raised by a Division Leader**

Youth & Government Teen Division

- **Most Money Raised**
- **Most Points Earned**
- **Team Spirit Award**

Community Team Awards

- **Top Team by % of goal**
- **Most Money Raised by a Team**

Campaigner Awards

- **Top Worker – Most Money Raised**
- **Top New Worker – Most Money Raised**
- **Most # of Donations/Gifts**
- **Team Spirit Award**



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Awards

Park Cities Family YMCA

- **5 Personal Training Sessions (With Dinah)**

Park Cities Family YMCA

- **1 Year Family Membership**

Exhale Spa

- **\$150 Gift Card**

Luke's Locker

- **11 - \$25 Gift Cards**

Uchi

- **2 - \$100 Gift Card**

Knife at The Highland

- **\$200 Gift Card**
- **\$200 Gift Card**

Dicks Sporting Goods

- **\$50 Gift Card**

Central Market

- **\$100 Gift Card**

Signed NFL Football

- **Roger Staubach**



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Questions?

Roger Moon

rmoon@ymcadallas.org

Kendra Yanchak

kyanchak@ymcadallas.org

Stacy Wells

swells@ymcadallas.org

Park Cities Family YMCA - (214) 526-7293