



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# ANNUAL CAMPAIGN COLLEGE

ANNUAL CAMPAIGN TRAINING  
LAKEWEST FAMILY YMCA  
September 9, 2015



# 2016 CAMPAIGN COLLEGE

## **\$4,576,500 total goal**

- \$3,576,500 raised in branches
- \$1 million raised by the Board of Directors

## **Today's Agenda and Goal**

- Preparing for Your Annual Campaign
- YMCA Nationwide Campaign
- Presentations and Group Discussions
- Key Information Takeaways
- Follow-up Trainings to Maximize Learning

# **PREPARING FOR YOUR ANNUAL CAMPAIGN**

## **CAMPAIGNER RECRUITMENT**

**Eric Schenkelberg**  
**Vice President, Operations**  
**WHITE ROCK YMCA**

## **INCREASING DONORS**

**Craig Shaver**  
**Vice President, Development**  
**and**  
**Steve Neuhoﬀ**  
**Director of Development**

## **CAMPAIGN TIMELINE**

**Sarah Darrouzet**  
**Director of Development**



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# CAMPAIGNER RECRUITMENT

ERIC SCHENKELBERG

VP, OPERATIONS WHITE ROCK YMCA

# CAMPAIGNER RECRUITMENT

## BOARD MEMBER EXPECTATIONS

### **Working on the Campaign**

- Whether working in the Major Gifts/or General Campaign, each board member will receive a quota for dollars raised that is established for all campaigners.
- 100% of Board members are expected to give to the YMCA Annual Campaign.
- When working the General Campaign, board members should work as a Team Captain level or above.
- Board Members are asked to enlist 1-2 new campaigners to Tell the Y Story.

# CAMPAIGNER RECRUITMENT

## WHAT IS YOUR 1-2 PUNCH?

New Campaign Worker

1.

2.

3.

New Pledge/Donation

1.

2.

3.

New Local Business Gift

1.

2.

3.

Name:

Date:

# CAMPAIGNER RECRUITMENT

## A DAY IN YOUR LIFE...

Having trouble recruiting volunteers? Don't think you know anyone?

Try the following exercise to help you recognize all the folks you do know, see and interact with every day!

**A day in your life: Close your eyes and think about your day from the moment you wake up.**

1. Where do you stop to get your cup of coffee or quick breakfast on your way to work or to drop off the kiddos at school?
2. Who do you work with? Who do you work for?
3. Does your meeting during the day involve other clients or businesses that are local?
4. Where did you have lunch?
5. Did you call your mother at lunchtime to catch up? Does she enjoy volunteering?
6. What stops did you make while headed home for dinner?
7. Are you a member of the PTA or other clubs?

See! You know more people than you originally thought!

# **CAMPAIGNER RECRUITMENT**

## **UTILIZE CURRENT VOLUNTEER BASE**

- YMCA Youth Sports Coaches
- Teens in Programs
- Adventure Guides
- Senior members or AOA members



# CAMPAIGNER RECRUITMENT

## INTERNAL VOLUNTEER RECRUITMENT

### “I Commit” Week

- Recruit members that are connected and engaged.
- Members that know other members.



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# INCREASING DONORS

CRAIG SHAVER

VP, DEVELOPMENT

and

STEVE NEUHOFF

DIRECTOR OF DEVELOPMENT

# INCREASING DONORS

## INCREASING MEMBER GIVING

- Instructor Message to Loyal Followers
- Educate Front Desk Staff
- Awareness in Branches
- Consistent Communication to Members
- Increase Member Giving from 12% to 15%

# INCREASING DONORS

## FIND NEW DONORS

Tell the Y Story to:

- Friends
- Business Associates
- Businesses in your area
- Other Members

# INCREASING DONORS

## INCREASING AMOUNT OF GIFT

### Ask Donors to Double Their Gift

- Tell the Y Story
- Give Specific Impact Examples
- Share Branch Success Stories

### Ask New Donors for Specific Amount

- Tell the Y Story
- Have Amount Ready for Specific Program



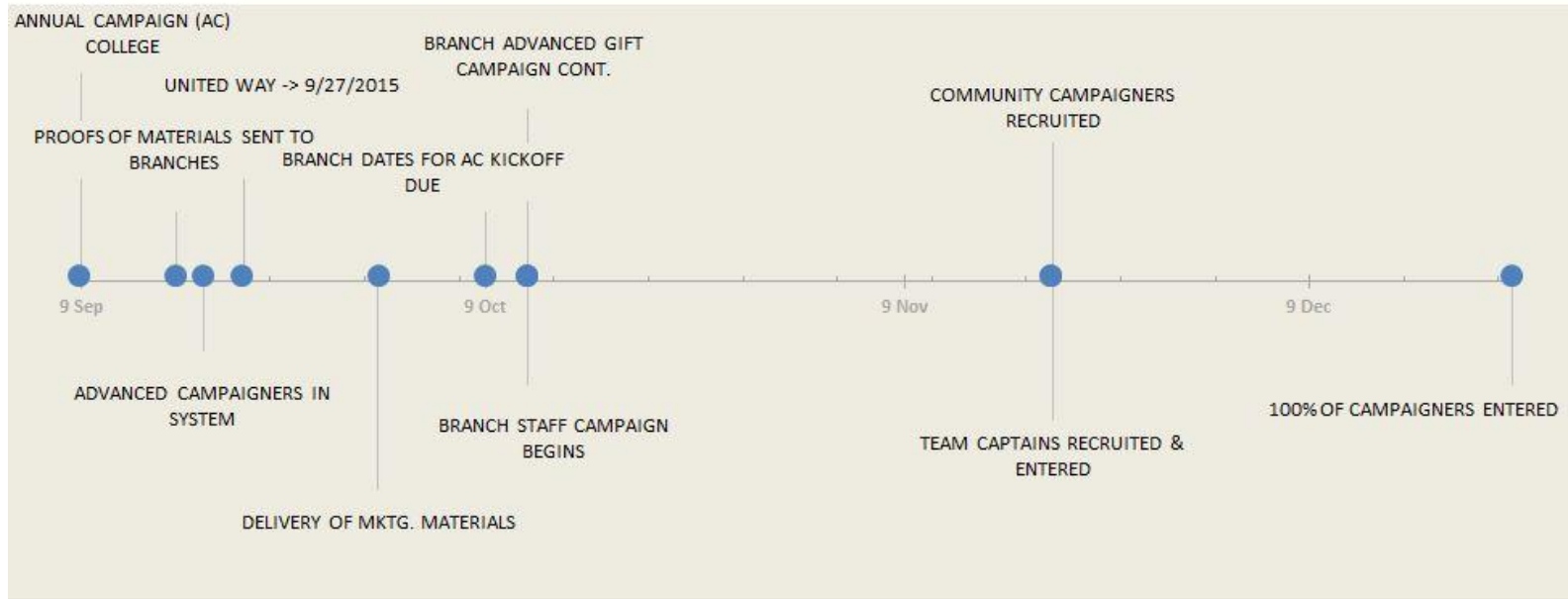
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# CAMPAIGN TIMELINE

SARAH DARROUZET  
DIRECTOR OF DEVELOPMENT

# CAMPAIGN TIMELINE

## KEY DATES FOR THE 2016 ANNUAL CAMPAIGN

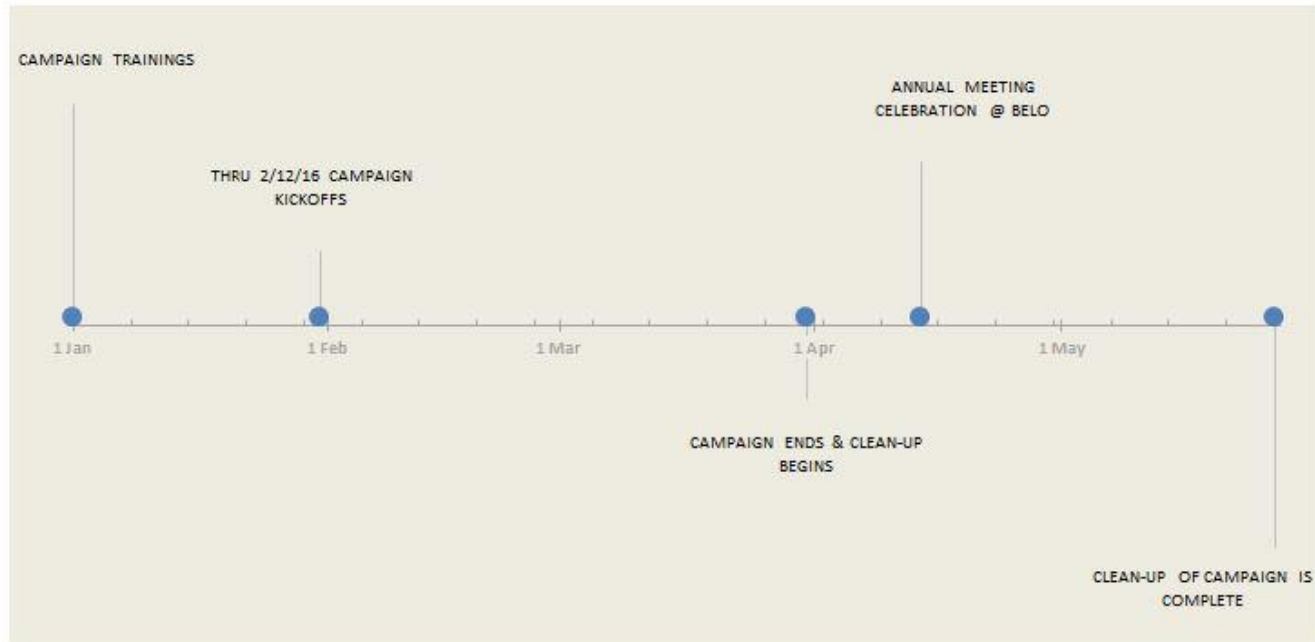


9/9/2015	Annual campaign (AC) college
9/16/2015	Proofs of materials sent to branches
9/18/2015	Advanced campaigners in system
9/21/2015	United Way -> 9/27/2015
10/1/2015	Delivery of mktg. materials
10/9/2015	Branch dates for AC kickoff due
10/12/2015	Branch staff campaign begins
10/12/2015	Branch advanced gift campaign cont.
11/20/2015	Team captains recruited & entered
11/20/2015	Community campaigners recruited
12/24/2015	100% of campaigners entered

# CAMPAIGN TIMELINE

## KEY DATES FOR THE 2016 ANNUAL CAMPAIGN

### KEY 2016 DATES FROM TIMELINE



1/1/2016	Campaign trainings
1/31/2016	Thru 2/12/16 campaign kickoffs
3/31/2016	Campaign ends & clean-up begins
4/14/2016	Annual meeting celebration @ Belo
5/27/2016	Clean-up of campaign is complete



# **PREPARING FOR YOUR ANNUAL CAMPAIGN**

## **TABLE DISCUSSION**

**15 Minutes**

**Choose a reporter who will take notes, then report back.**

### **TOPICS:**

**Recruiting Campaigners**

**Increasing Donors**

**Making the Timeline Work Best for You**

# **YUSA NATIONWIDE CAMPAIGN 2016**

## **OVERVIEW OF THE NWC**

**Sarah Byrom  
AVP, Communication  
and  
Jenny Federici  
AVP, Marketing**



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# OVERVIEW OF THE NWC

SARAH BYROM

AVP, COMMUNICATION

and

JENNY FEDERICI

AVP, MARKETING

# NATIONWIDE CAMPAIGN

## NATIONAL POSITIONING



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**The Y.<sup>TM</sup> For a better us.<sup>TM</sup>**

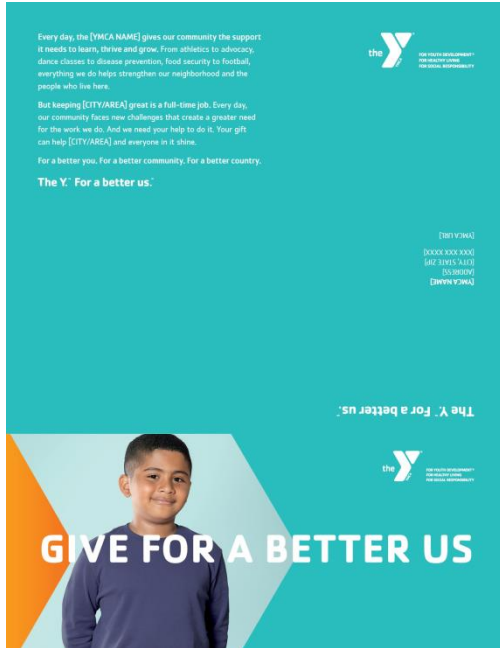
# NATIONWIDE CAMPAIGN

## BRINGING THE CAMPAIGN TO LIFE



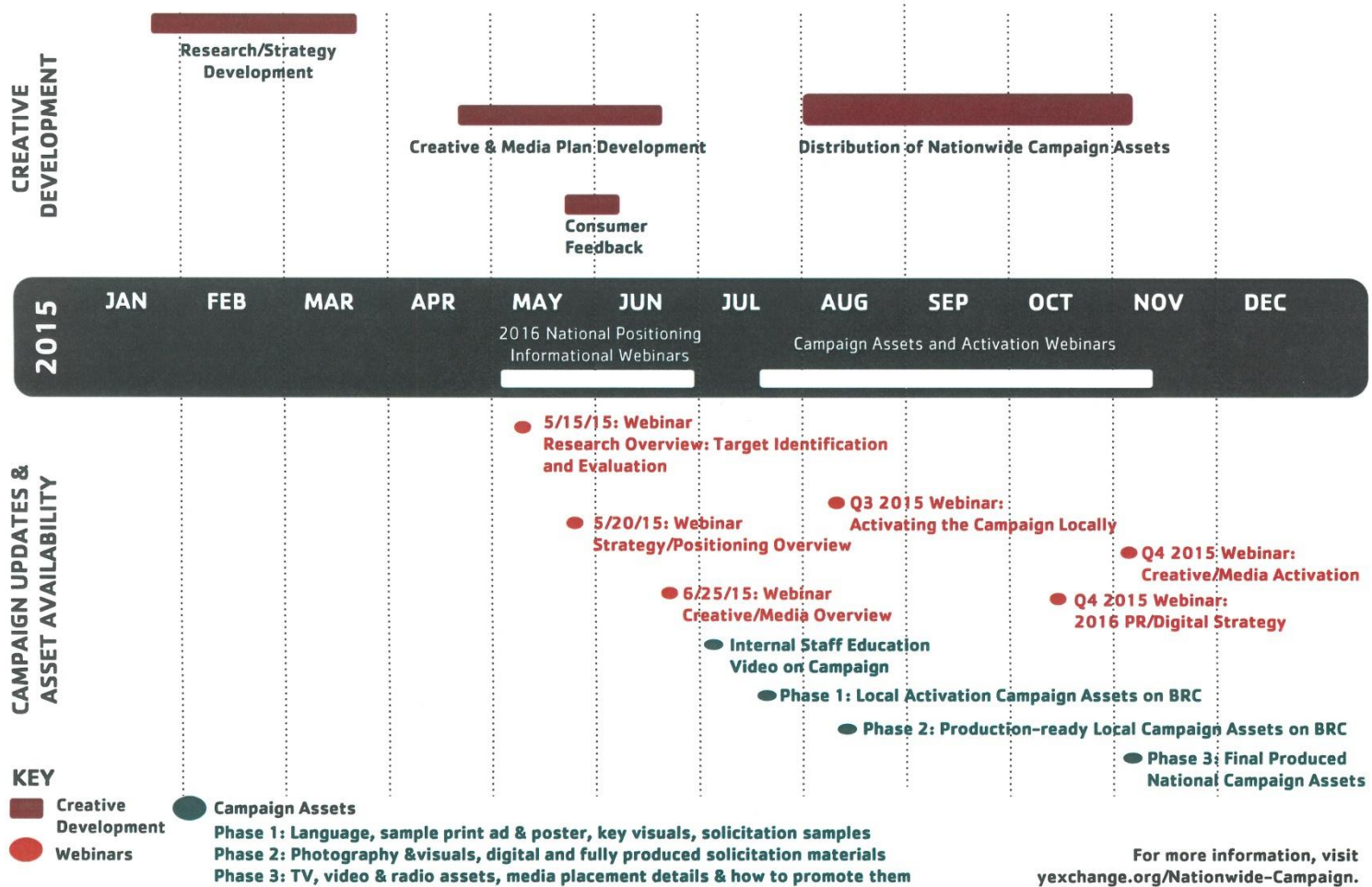
# NATIONWIDE CAMPAIGN

## YUSA MATERIALS



# NATIONWIDE CAMPAIGN

## 2016 LAUNCH – PREPARATION AT A GLANCE



# **YUSA NATIONWIDE CAMPAIGN 2016**

## **TABLE DISCUSSION** **15 Minutes**

**Choose a reporter who will take notes, then report back.**

### **TOPICS:**

**Elevator Speech**

**Making the Timeline Work Best for You**



# 2016 CAMPAIGN COLLEGE

## E-Learning Opportunities

September 17	Basics of the YMCA Annual Campaign (new staff)	Bonnie LaVielle
September 18	How a Program Manager Can Help Your Campaign	Diddy Fulbright
September 22	Segmenting for Dollars/Major Gift Strategies	Development Team
September 24	Campaign How-To/Personify and Your Campaign	Barbara Reynolds
October TBD	Campaign How-To/Personify and Your Campaign	Barbara Reynolds
January 5	What Does a "My Y Week" Look Like?	Stacie Renfro
January 7	Recognizing Your Donors: Stewardship	David Foster
January TBD	Member Engagement in the Annual Campaign	Carly Markell
		Kendra Yanchak
January 14	Campaign How-To/Personify and Your Campaign	Barbara Reynolds

### To be scheduled:

Online Giving and Your Annual Campaign  
Social Media Session  
More on the Nationwide Campaign  
More on Personify: Fund

## Additional Training Opportunities

September 21	Personify 7.5 Fund Development Training (new staff)	Annual Campaign YPOD
September 29	Personify 7.5 Fund Development Training (existing users)	Annual Campaign YPOD

### To be scheduled:

Brown Bag-style Meetings on pertinent Annual Campaign topics

# THANK YOU FOR JOINING US!

