

DONOR RECOGNITION

There are many ways we thank all donors. Please check with your branch for specific ways they thank donors.

All annual donations of \$1,000 or more to the Annual Campaign qualify the donor for membership in the Chairman's Round Table. This very special group of individuals, companies, organizations and foundations are recognized for their generous support.



The Y.[™] For a Better Us[™] Campaigner Handbook



YMCA Mission: To put Christian values into practice through programs that build healthy spirit, mind and body for all.



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

WHO WE ARE

YMCA Mission

To put Christian values into practice through programs that build healthy spirit, mind and body for all.

Our cause defines us

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. 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.

Our strength is in community

- The Y is a nonprofit like no other. That's because in 10,000 neighborhoods across the nation, we have the presence and partnerships to not just promise, but deliver, positive change.
- The Y is community centered. In Dallas, we've been listening and responding to our communities since 1885.
- The Y brings people together. We connect people of all ages and backgrounds to bridge the gaps in community needs.
- The Y nurtures potential. We believe that everyone should have the opportunity to learn, grow and thrive.
- The Y has local presence and global reach. We mobilize local communities to effect lasting, meaningful change in 120 countries around the world.

CHARACTER VALUES:

Caring **Honesty** **Respect** **Responsibility**

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.

Suggestions for notes when a contribution 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 they have declined to make a pledge

- 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.

Address your notecard and give it to a YMCA staff member. We are happy to mail these important notes on your behalf.



DECLINES AND OBJECTIONS

1. "I've already paid membership/program fees."

As a member, I know that I am part of something bigger. It's true also that the Y needs the money to continue its work, and I respond to that need with a gift because I can see benefits from my involvement for which there is no price tag. I can help make a difference and so can you."

2. "My family isn't involved anymore."

"What were they involved in?...oh, it sounds as if they had a great experience. There are many families currently involved just the way yours was in the past. You probably believe in what the YMCA is continuing to do, even though you aren't directly involved. If you do, you may want to contribute something toward continuing Y programs and activities. Will you?"

3. "I'm upset about a problem I had in _____ program."

"I'm sure that a member of the Y staff could give you a thorough explanation of that situation; let me make sure that I've got all the information down accurately and I'll relay your question to the staff person directly responsible who will get in touch with you shortly. Would you like to finish discussing your pledge to the campaign now, or would you rather wait until you've talked with the staff and have me come back later?"

4. "I give to enough charities."

"I've decided to make the YMCA one of my own priorities and I'd like to share with you the reasons why. (Give a few words about why you're doing what you're doing). So you see, for me the Y is more than just another charity. If you believe, as I do, in the value of the Y's programs, your contribution can make a difference in seeing that the Y's work continues."

5. "I can't afford it at this time."

"That's why the Y is willing to receive your pledge for help. You can be billed in any way that is helpful to you; either, monthly, quarterly, in a certain month, bank draft or whatever is easiest for you. Pledging may make it easier for you to contribute what you'd like, but can't afford right now. Will that help you?"

USING THIS HANDBOOK

The Campaigner's Handbook provides you with a summary of information about the Annual Campaign.

We have facts about the Y's many programs and services, information about the campaign itself, explanations of campaigning techniques that are highly successful, helpful answers to some difficult questions and more.

Keep this handbook with you...it's guaranteed to be one of your most valuable aids.

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ENDLESS POSSIBILITIES

WHAT IS THE ANNUAL CAMPAIGN?

The Annual Campaign is an annual fundraising effort led by YMCA volunteers to raise contributions which are used to provide financial assistance for YMCA programs to those in need and to support subsidized programs. It is volunteer led and accomplished, with staff direction.

THE ANNUAL CAMPAIGN: A KEY TO A BETTER COMMUNITY

The Annual Campaign 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 fees affordable and offer financial assistance.

Some of our programs cost more to offer than they produce in revenue. Annual Campaign contributions provide the majority of the funds needed to subsidize these programs.

Annual Campaign funds provide scholarships to families and individuals who need the services but are unable to afford the fee.

ENSURING A BRIGHTER FUTURE

MAKING THE ASK

A. Introduce yourself

"Hi. My name is _____. I am a volunteer in the _____ YMCA's Annual Campaign. I appreciate you taking the time to talk with me about the YMCA and the good work it is doing."

B. Discuss the YMCA

"I'm a volunteer in the Y Campaign because (tell about your Y involvement)..." (If appropriate) "I understand you've been involved with the Y's program...is that right?" ("yes"). "Tell me about your experience with the Y." (Respond appropriately to the experiences related with positive statements about the Y's values). ("no") "What has your involvement been?" (Wait for response and respond appropriately.)

C. Discuss the case for supporting the YMCA

"The YMCA is conducting its Annual Campaign. We're hoping to raise \$_____ to support the Y's many character-building programs for youth and families. Our Y does its best to keep program fees affordable and to provide a variety of programs."

D. Request a specific dollar amount

"I'm hoping you will consider a tax-deductible contribution of \$250 this year, or \$25 per month for 10 months. Would you consider that?" (Silence...let them answer.)

E. Double or even triple your pledge

Donors simply gather their company's matching gift form and submit it to the YMCA with their gift.

F. Agree on an amount

"That will be wonderful! Thank you so much. You'll receive a confirmation letter from the Y in the very near future. Let me check, is the information on this pledge card correct? Would you prefer to make one payment or on some other basis?" (Complete details of the pledge.) "Again, thanks so much. The YMCA really appreciates your generous support."

KEY POINTS TO SUCCESSFUL CAMPAIGNING

A. Relax and assume they want to give

Believe that every single person wants to help children and families in our community. Have confidence in the work your Y is doing and believe you are capable of making the ask that gets the gift. Be yourself and tell your story!

B. Don't get bogged down with too much detail

You'll achieve the results by making a personalized approach to each prospect...one that focuses on the value of the Y and meets the interest of the prospect.

C. Ask for a specific amount

People want to hear guidelines about how much they should consider giving. If you aim too high, a prospect will tell you, but often they will rise to the occasion.

D. Don't forget about matching gifts

Corporate matching gifts are encouraged. Ask someone to check with their employer to see if the Y is eligible for a company matching gift.

E. Be sure to thank everyone you contact

A big part of YMCA fund-raising is friend-raising. Your genuine appreciation of your prospect's time and thought is important.



GETTING STARTED

Make your own contribution first

After making a personally significant gift, it is much easier to ask someone else to do the same. A campaigner's pledge demonstrates commitment and belief in the YMCA.

Visit YMCA programs

Get to know about the programs at your branch firsthand. Take a guided tour, visit a youth program, a swim lesson or stop in at a senior group exercise class. Meet the YMCA staff and ask questions about our programs.

This will help you to describe the Y and how the community benefits from our programs.

Ask for help

The YMCA Staff, your Campaign Chairperson and Division Leaders are available to help you be successful. Don't hesitate to ask for our assistance and support. We want this to be a great experience for you.

Most importantly, tell them what the Y means to you!

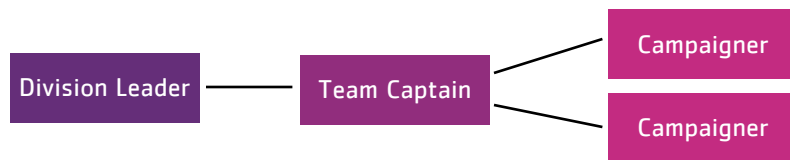
MAKE IT PERSONAL

You have had great experiences with the YMCA. This is probably the reason you are motivated to support the Annual Campaign. It is important to share your stories with each prospective donor.

Know the story behind the YMCA generally, and your branch specifically. **SHARE THESE STORIES!** Invite prospective donors to invest in our Y so that he/she has the opportunity to become a part of our story and make the Y a reality for others.

HOW THE ANNUAL CAMPAIGN WORKS

- Prior to the start of the Campaign, an overall goal is established by our Board of Directors based on community need, the success of the prior year's Campaign and other similar considerations.
- In order to reach our goal, we recruit volunteers, like you, to help contact prospects and to raise scholarship dollars for those in our community with a need.
- Each volunteer is assigned to a division and team. Divisions and teams have goals.



- Campaign volunteers share the YMCA story with family, neighbors, church members, co-workers or other YMCA members. Prospects and former donors are invited to participate by making a contribution to the Annual Campaign.

BENEFITTING OUR COMMUNITY

KEY POINTS TO SUCCESSFUL CAMPAIGNING

The success of this campaign is based on the idea that you will contact prospects in a way that you feel will be most successful.

Before you make your contact

- A. Please read this Campaigner Handbook and other materials.
- B. Check the pledge cards in your packet; note the previous giving history of each prospect.
- C. Make a determination on how you will make the contact based upon the prospect's...
 1. Involvement in the Y
 2. Capacity to give to the Y
 3. Interest in giving to the Y
- D. Many employers participate in a matching gift program in which they match the gifts their employees make to charitable organizations. Check with your employer to see if you are eligible for a company matching gift.
- E. Get started NOW.
- F. It is best to use the phone to make the appointment only. A face-to-face meeting is more successful in securing larger donations.
- G. Relax, and smile! You're calling on friends from the Y, so enjoy your conversation.



TURNING IN THE PLEDGE RENEWAL FORM

Once your forms are completely filled out, attach payment if available, to each corresponding card and place them in your Campaigner's Report Envelope. Be sure that you fill out the front of the envelope with your name, date, division and team info to ensure that you receive credit for the pledges and that we maintain accurate record keeping before you return it to your team leader, or to the YMCA.

YMCA ANNUAL CAMPAIGN CAMPAIGNER'S REPORT				
NAME <u>Jack Sparrow</u>		DATE _____		
DIVISION <u>Two</u>		TEAM <u>Two</u>		
CAMPAIGNER # <u>12345670-00</u>				
LIST ALL DONORS				
DONOR NAME	AMOUNT PLEGGED	AMOUNT ENCLOSED	AUDITED	
Jack Sparrow	\$500			
Amy Armstrong	\$400			
Tracey Wells	\$300			
Toni Huffmaster	\$200			
Debbie Bernstein	\$100			
James Hammond	\$100			
TOTAL	NUMBER OF DONORS 6	AMOUNT PLEGGED \$1600	AMOUNT ENCLOSED	AUDITED

HELPFUL HINTS FOR PLEDGE CARDS/FORMS

Please make sure your prospect knows that information contained on these pledge cards is destroyed once it is entered into the YMCA of Metropolitan Dallas system.

HOW TO USE THE PLEDGE CARD

The pledgcard is also the return envelope this year. Donors can find these at the branch or from a campaigner.

2016 Annual Campaign

The Y™. For a better us™.

Enclosed is my gift to support the YMCA:

☐ \$1,000 ☐ \$500 ☐ \$250 ☐ \$100 ☐ \$50 ☐ \$25 Other: \$ _____

Name: _____

Address: _____

Phone Number: _____ Email: _____

Did someone ask you to make this gift? If so, list their name here:

Donation Method:

☐ Check enclosed (made payable to the YMCA)

☐ Visa ☐ Mastercard ☐ American Express Card Number: _____

Name on Card: _____ Expiration Date: _____

☐ I wish to pay in equal installments on this card. ☐ Monthly ☐ Quarterly

☐ Pledge of \$ _____ to be paid in full by November 1, 2016.

☐ I prefer to remain anonymous.

Donors may complete a pledge card and return it to a campaigner or their branch.

