TOGETHER WE CAN DO
SO MUCH MORE!

Chairman’s Round Table Campaign

As a campaigner, your work will change the lives of numerous youth, families, and seniors throughout our community. You are making a difference!

You provide critical funding for programs that cannot be sustained through fees alone:

- Adventure Guides (Little Guides, Family Nation & Trailblazers)
- Youth & Government
- Camps
- Junior Leaders

You furnish financial assistance directly to our neighbors in need:

- Preschool
- Before and After School Child Care
- Camperships for local youth
- Kidney Kids Camp at Mammoth
- Memberships for low income families
- Youth Sports & Fitness
- Military Family Support Program

You are a Y storyteller. When you share a meaningful story about our impact in the community, you illustrate our mission as a cause-driven organization.

You gather feedback about how we are doing and how we are perceived, helping us to know how we may improve our programs and advance our cause – strengthening communities.

You are a community leader. Campaigners build bridges which help you succeed at work, in your personal life, and in other civic activities.

You exemplify the spirit of philanthropy. To give freely of our time, talent, and treasure is a unique American privilege. Yet, many people have not learned the value of giving and the great satisfaction that goes with it. You are demonstrating to your peers that through giving, you receive even more in return.
GROWING STRONGER TOGETHER

At the Y, strengthening communities 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. When you give to our Y, you move us all forward, contributing to our common future. You can make a meaningful, enduring impact right in our community by giving to our programs:

FOR YOUTH DEVELOPMENT
Nurturing the potential of every child and teen.
All children deserve the opportunity to discover who they are and what they can achieve. Youth who participate in after-school programs increase their odds of graduating high school by 50%. The YMCA guides children toward becoming productive, conscientious members of society. With your gift, we will reach even more young people.

Child Care Youth & Government/Model United Nations Preschool Membership
Camping Adventure Guides Youth Sports Swim Lessons

FOR HEALTHY LIVING
Improving our community’s health and well-being.
More than 60% of adults do not get the recommended amount of regular physical activity. In fact, 25% of adults are not active at all. We promote good health, bring families closer together, and foster connections through fitness, sports, fun and shared interests. Give a gift that will help our community members live long, productive lives.

Water Exercise Classes Health and Well-being Kids & Fitness
Diabetes Prevention Group Exercise Classes Senior Fitness

FOR SOCIAL RESPONSIBILITY
Giving back and providing support to our neighbors.
The Y is community centered, providing everyone the care and respect they need and deserve. Your support enables us to assist individuals and families so they may be an active part of the Y.

Thanksgiving Baskets Youth Sponsorships
Community Support Campaign Military Family Support Program
Service Learning Leadership & Volunteer Programs

NORTH VALLEY FAMILY YMCA AT PORTER RANCH
2015 CRT Campaigner Handbook
LEADING THE WAY
TO A STRONGER COMMUNITY

We appreciate your commitment to serve as a Campaigner in our 2015 Chairman’s Round Table Campaign! As you prepare for our upcoming campaign, we hope you will find the following tips useful:

Demonstrate your own personal commitment!
Make your own gift first! Contacting prospective donors will be easier and more effective once you make your own generous gift to the Y! Ask them to join you.

Mark your calendar.
Don’t miss out on the festivities at each of the following campaign gatherings at the Porter Valley Country Club at 7:30 a.m.:

- CRT Training, October 8
- Organizational Meeting, November 19
- Kick Off, Wednesday, January 14
- 1st Report, Wednesday, January 21
- 2nd Report, Wednesday, January 28
- 3rd Report, Wednesday, February 4
- Victory Breakfast, Wednesday, February 11

See what our Y has to offer!
Take a tour of our facility, check out a Zumba, TRX, Water Exercise class, or visit a child care site to see firsthand the ways in which our YMCA strengthens the community.

Share your enthusiasm for our cause!
Often, the most compelling stories are your own. Tell prospective donors why the YMCA is important to you. Let your passion for our work be your greatest asset!

Personally secure support for the Y.
Close your own gifts from individuals and/or companies during the campaign period (January 14-February 11).

Celebrate your Victory!
Turn in all results and donor cards at our Victory Breakfast on Wednesday, February 11.
MAKING THE MOST OF YOUR GIFTS

The North Valley Family YMCA at Porter Ranch is an excellent steward of the funds entrusted to it by the community:

- Your gifts provide direct financial aid to youth, families, and seniors who cannot afford program and other fees (e.g. camperships).
- Your gifts support programs that cannot be sustained through fees alone (e.g. camping).
- Your gifts stay right here in our community.
- Volunteers – not telemarketers or other paid solicitors – are our campaign fundraisers. 100% of the gifts to the campaign are designated to programs and people in need.
- Volunteer Board members help to decide how funds are allocated.
- Less than 3% of the YMCA’s budget goes to fundraising.
ADDRESSING THE NEEDS OF OUR COMMUNITY

The YMCA is a non-profit like no other, positively affecting more than 10,000 neighborhoods across the country. Our own North Valley Family YMCA at Porter Ranch has an expansive local reach, engaging more than 28,000 households in the North San Fernando Valley through our programs for youth development, healthy living, and social responsibility.

Our service area covers the north region of the San Fernando Valley, including Chatsworth, Porter Ranch, Northridge, Granada Hills, Mission Hills, Pacoima, Sylmar, San Fernando, Arleta and parts of North Hills.

The Branch Board of Managers, volunteer leaders from the community, has determined the following issues will be the focus of the Strategic Plan for 2015: youth development; healthy living; social responsibility; expansion of facilities to accommodate growing needs of members and the community.
STRATEGIES FOR SUCCESS

Contact your most promising prospects first.
Pursuing support from your best prospects (potential donors who may be friends, co-workers, members, other parents etc.) creates positive momentum and gives you a stronger position to make your other requests.

Prepare, prepare, prepare!
Learn as much as possible about each prospect’s community involvement, experience with the YMCA, and ability to give, so that you will be able to match potential donors with the benefits of a Y program. For example, does your prospect have children or an elderly parent? Perhaps he or she would benefit from learning about our child care offerings or fitness and socialization programs for adults and seniors. Appeal to your prospect’s interests and receive more favorable responses.

Meet your prospects face-to-face.
Personal visits are the #1 way to cultivate and solicit potential donors. Campaigners who personally visit prospects consistently secure larger gifts. Partner with a teammate or Y staff member to add influence and moral support to your presentation.

Communicate the Y story. Share Y stories – firsthand accounts of those who have benefited from our programs – to illustrate our Y’s mission and positive impact in the community.

Ask for a specific amount.
Prospects are seldom offended when asked to consider a “stretch gift”. Don’t speak just of dollars, but of benefits – what those dollars will do for people.

Be ready for questions and objections.
Answer all questions honestly and find out why a prospect feels the way he or she does. Leave the door open for future support. Record details of your visit on the donor’s card and return it to the Y in your report envelope. See the Frequently Asked Questions and Handling Objections sections for more details.
THE REWARDS OF GIVING BACK

One of our campaign objectives is to encourage current donors to raise their contributions to the next level of generosity. Day to day expenses to operate the Y programs keep rising, and so does the need for increased support! The continued and increased support of our donors is essential in keeping the community thriving through Y programs.

CHAIRMAN’S ROUND TABLE membership is open to those contributing $1,000 or more annually. While an investment in the Y and our community offers its own intrinsic rewards, we are pleased to highlight our donors’ unique relationship with us by offering additional stewardship from the Y Board and organizational leaders as well as the special courtesies below:

<table>
<thead>
<tr>
<th>Giving Level</th>
<th>Gift Amount</th>
<th>Courtesies*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Founder</td>
<td>$25,000 and above</td>
<td>Chairman’s Round Table Members receive a plaque, invitations to special events, and special correspondence. They are also recognized in publications, at events, and at our North Valley Family YMCA throughout the year.</td>
</tr>
<tr>
<td>Stakeholder</td>
<td>$10,000 - $24,999</td>
<td></td>
</tr>
<tr>
<td>Investor</td>
<td>$5,000 - $9,999</td>
<td></td>
</tr>
<tr>
<td>Benefactor</td>
<td>$2,500 - $4,999</td>
<td></td>
</tr>
<tr>
<td>Member</td>
<td>$1,000 - $2,499</td>
<td></td>
</tr>
</tbody>
</table>

Other giving levels and their corresponding courtesies are as follows:

<table>
<thead>
<tr>
<th>Giving Level</th>
<th>Gift Amount</th>
<th>Courtesies*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>$500 - $999</td>
<td>Plaque and invitations to special events</td>
</tr>
<tr>
<td>Youth Sponsor</td>
<td>$250 - $499</td>
<td>Plaque and invitations to special events</td>
</tr>
</tbody>
</table>

*Courtesies are subject to change.
WE’RE HERE TO HELP YOU

Chairman’s Round Table Chair, Team Captains, and Y staff are always available to assist you in your fundraising efforts.

How we can help you be successful:

1. To the best of our ability, we return donor cards to those who last secured the pledge.
2. Ensure that prospects and campaigners are matched so that the largest possible gift can be secured.
3. See that new campaigners start with 1-2 "previous donor" cards.

How you can increase your success:

1. Expand support of the YMCA with new donors. Blank cards will be provided.
2. Increase gifts of previous supporters.

Organized Campaign Make No Contacts Without The Donor Card In Your Possession

The YMCA operates an “organized” campaign. Pledge cards are issued on each and every prospective donor to the campaigner assigned to make the approach. The reasons for this procedure include:

1. Protecting the prospect and campaigner from multiple approaches and
2. Increasing the YMCA’s ability to manage office procedures and follow up with contributors.

Procedure

1. Returning campaigners will be re-assigned to the successful donors (those who gave) that they contacted during the previous campaign, with the exception of cancellations or those who have not paid their last two years pledges.
2. Campaigners will be assigned the new prospects that they request as long as another campaigner does not make the same request.
3. More cards may be obtained by coming to the YMCA Administration Office and selecting from those still available or contacting your staff liaison for them. To request a particular card, please submit a completed Donor Requisition form. If there are no conflicts, a card will be issued to you.
4. Prospect cards will be distributed at the Kick-Off meeting and throughout the campaign.

Duplicate Cards

YMCA staff work to ensure only one card is made for each person. However, sometimes a family may have more than one card because there may have been a family gift and a company gift or each adult may have campaigned and given their own gift, thus their cards are continued over the years.
PROPERLY RECORDING GIFTS

Pledging is making payments on a donation over a period of time. The advantages are:
- Most of us can give more over a period of time than we can at any one moment.
- A generous gift of $500 becomes $50 a month for 10 months or $125 quarterly.
- The use of pledging can result in a dramatic increase in the amount of financial support offered to the YMCA each year.

<table>
<thead>
<tr>
<th>STEPS FOR FILLING OUT PLEDGE CARD:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Fill in the amount of the gift.</td>
</tr>
<tr>
<td>2. After determining the amount of the pledge, indicate preferred method of payment and frequency. (Those who elect not to pay by credit card or ATS will be sent reminder notices by the Y.) Donors may pay by cash, check, credit card, or monthly ATS*. Billing may be in full, monthly, quarterly, or semi-annually.</td>
</tr>
<tr>
<td>3. <strong>Please ask the donor when they would like to start paying.</strong> Write in the donation start date – this reflects when the donor would like to be billed. The default is the month the pledge is input at the Y.</td>
</tr>
<tr>
<td>4. If the donor pays by credit card, please include the card number and expiration date. We accept VISA, Master Card, American Express and Bank ATM. Website: <a href="http://www.ymcala.org/nv">www.ymcala.org/nv</a> for on-line donations.</td>
</tr>
<tr>
<td>5. <strong>Donations of $20 and under should accompany the Pledge Card as cash, check or credit card number and expiration date.</strong> The Y will send an acknowledgement letter for all pledges. There are also Thank You cards at the Y if you wish to personally thank your donors.</td>
</tr>
<tr>
<td>6. Print your name and today’s date on the bottom of the card in the Campaigner’s name section.</td>
</tr>
<tr>
<td>7. Please ask donor if we have his/her correct name, address, telephone number and e-mail address. If there are any changes please indicate it on the front of the card.</td>
</tr>
<tr>
<td>8. In case of <strong>TURNDOWNS or NO CONTACT</strong> (Turn backs), complete the back of pledge card pertaining to reason for turndown/turn back. Be sure <strong>to print your name on the card.</strong></td>
</tr>
<tr>
<td>9. Return all pledge cards and money to the YMCA. (See Reporting Your Good Work)</td>
</tr>
</tbody>
</table>

*ATS = **Automatic Transfer Service.** This authorizes the YMCA to transfer monthly pledges directly from your checking account or credit card. This must be clearly marked along with the number of payments. The office will not automatically set up an ATS.
To help ensure that everyone has the opportunity to learn, grow and thrive, I wish to support the YMCA and hereby agree to give the sum of.

This pledge will be fulfilled in installments of:

☐ In full  ☐ Monthly  ☐ Quarterly  ☐ Semi-annually  ☐ A/S/bank dra

Credit Card Type
Starting Date /

Credit Card No.
Exp. Date /

Donor’s Signature

Campaigner’s Name
Date /

☐ I am interested in learning more about including the Y in my estate plans.

Donor and Program History

Program Involvement and giving history would be listed here.

<table>
<thead>
<tr>
<th>Turn Down Reason</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Financial problems</td>
<td>☐ No longer in Y program</td>
</tr>
<tr>
<td>☐ Still paying previous pledge</td>
<td>☐ Upset with the Y</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Turn Backs / No Contact</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Wrong address. Present address unknown</td>
<td></td>
</tr>
<tr>
<td>☐ Moved. New address</td>
<td></td>
</tr>
<tr>
<td>☐ Wrong phone number</td>
<td></td>
</tr>
<tr>
<td>☐ Unable to make contact. Reason</td>
<td></td>
</tr>
<tr>
<td>☐ Contact later (date)</td>
<td></td>
</tr>
</tbody>
</table>
REPORTING YOUR GOOD WORK

STEPS FOR FILLING OUT THE REPORT ENVELOPE:

A. Indicate your name, your team name, date of the report, and report meeting #. PLEASE PRINT!

B. List information about EACH card enclosed in the envelope (including name, old $, new $, total gift, and amount enclosed (if applicable) with pledge. If a pledge has previously been on an envelope do not put payment in a later envelope. Payments made after a pledge is recorded go in the payment box in the YMCA business office.

C. Total each column, making sure your numbers equal what you have enclosed.

- Turn in the Report Envelope to the YMCA Business Office before 5 p.m. on the Tuesday, prior to the Report Meetings.
- Do not list company matching gifts on the envelope.

(Sample) Campaigner [A]

<table>
<thead>
<tr>
<th>Name: Ima Sample</th>
<th>Team #: 2</th>
<th>Report Date: 2-12-15</th>
<th>Report#: 2</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>CONTRIBUTOR [B]</th>
<th>OLD $</th>
<th>NEW $</th>
<th>TOTAL GIFT</th>
<th>AMOUNT ENCLOSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. John Smith</td>
<td>350</td>
<td>350</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Mike Marvel</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Grace Jones</td>
<td>1000</td>
<td>1000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Tim Grand</td>
<td>100</td>
<td>150</td>
<td>250</td>
<td></td>
</tr>
<tr>
<td>5. Jenny Gray</td>
<td>1000</td>
<td>100</td>
<td>1100</td>
<td>550</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th># of Visits</th>
<th># of Gifts</th>
<th># of New Gifts</th>
<th>$ Old Money</th>
<th>$ New Money</th>
<th>Attend Report Dinner</th>
<th># Face to Face</th>
<th>Bonus</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENVELOPE TOTAL [C]</td>
<td>1450</td>
<td>1250</td>
<td>2700</td>
<td>550</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Old Money = Last year’s donation amount
New Money = New money this year and any amount over last year’s donation
FUNNY YOU SHOULD ASK
(FREQUENTLY ASKED QUESTIONS)

What do my contributions support?
Every dollar raised during our Annual Support Campaign goes toward:

- **Financial aid:** We provide financial scholarships to individuals and families in need so they may participate in Y activities. Last year this amount was over $400,000.
- **Program subsidy:** Many Y programs (camp, adventure guides, child care and Youth & Government, MUN, junior leaders) are not self-sustained by participant fees alone. We rely on contributions to maintain these activities and cover the “gap” of $200,000.

Is my contribution tax deductible?
Yes, gifts to the YMCA are deductible to the extent allowed by law, usually 100%, for any individual who itemizes his/her deductions. If you have questions in this regard, please consult a qualified tax planner. The Y’s tax id #: 95-1644052.

Can gifts be made over the course of a year?
Yes! Many donors choose to spread their gifts throughout the year to be paid monthly, quarterly, or semi-annually. Monthly payments may be made through a draft to their checking account or ATS (electronic transfer of funds). Pledges may also be charged to a donor’s VISA, Master Card, American Express, or Bank ATM Card.

Will the Y accept securities and mutual fund shares as credit for a pledge?
Yes, they are welcome and credited to the donor at their fair-market value on the date of transfer to the YMCA. Call our Y Director of Development, Holly Rasey at 818-368-3231 ext. 2319 for assistance in making such a gift.

How much of what is contributed stays in this community?
ALL contributed dollars are used to help people involved in North Valley Family YMCA at Porter Ranch programs.

Who decides how contributions are to be used?
Our volunteer Board of Managers – community leaders who live and work in this area – approve our annual operating budget, and regularly monitor revenues and expenses over the course of each fiscal year.

May I designate my gift to a specific program?
Yes, contributions may be designated to support specific programs. Simply write the name of the program on your pledge card. Additionally, larger gifts may qualify you as the sponsor of a
FUNNY YOU SHOULD ASK
(FREQUENTLY ASKED QUESTIONS cont’d)

program. For example, contributors have sponsored Healthy Kids Day, Harvest Festival, Snow Fest, Thanksgiving Baskets, vehicles, and child care site projects. Building naming opportunities are also available.

How much of my gift will the YMCA use for administration and how much will go to support programs and individuals who need assistance?
The full amount of your contribution will directly benefit those who need it the most. Our administrative costs are covered by program and membership fees, and campaign supplies are a minimal expense. The YMCA is a great “investment” for contributors when you consider how efficiently all dollars are put to work.

Does the Y use external professional fundraisers?
No, the Y’s Annual Support Campaign is strictly a volunteer effort supported by internal Y staff.

May I visit the programs that you are asking me to support?
Yes, donors are welcome to visit our program sites. We will gladly arrange a tour of a child care site, Youth Sports games, or other areas that may interest you. Visits to resident camps and the Youth & Government excursion to Sacramento are scheduled annually as well.

Will the YMCA accept in-kind gifts?
Yes, while in-kind contributions generally do not count toward our campaign goal, we have benefited from contributions such as computers, office furniture, and other supplies. The Y will provide acknowledgement of receipt of these gifts; however appraisals or fair market value assessments are typically the donor’s responsibility.

Can a United Way contribution be designated to the YMCA?
Yes, United Way gifts may be designated by the donor to go to the YMCA. However, because United Way contributions incur service charges which reduce the amount received by 8-15%, we recommend that individuals and companies give directly to the Y to maximize their gifts.
FOR THOSE WHO WOULD LIKE MORE INFO
(HANDLING OBJECTIONS)

A contribution to the YMCA is not in our budget. We will have to wait.
Would you consider making a pledge now to be paid later? Though our campaign concludes on February 11, pledges made now and paid by Dec. 31, 2014 will count toward our total. Many donors actually choose to fulfill their campaign pledges throughout the year based on their fiscal calendar. Thus, you could potentially pledge to our campaign now and defer making payments until a time that’s best for you.

I already donate to another charity.
I understand you may contribute to other charities, but I hope you will consider expanding your philanthropic priorities to include the Y. Because we welcome everyone regardless of their age, race, faith or income, gifts to our YMCA help us to strengthen our entire community.

I am not involved with the YMCA. Why should I contribute?
A strong Y benefits the entire community. Did you know programs that develop positive values and build self-esteem prevent substance abuse, crime and delinquency? Also, healthy lifestyle training reduces health care costs and increases employee productivity. Our programs strengthen families and help them cope with the pressures of modern living. The YMCA makes our community a better place to live and do business.

I give to the Metropolitan YMCA (or to another YMCA).
We commend your support of other YMCAs and hope that it continues. However, if you live, work or have a special interest in the North San Fernando Valley, you may want to consider a gift to support our services for youth, families and seniors right here in our neighborhood.

The lifeguard was late last week/the locker room was messy/my trainer was late for my appointment, so I am not renewing my pledge.
I’m sorry for this inconvenience and will report this incident for you. The Y serves thousands every day through our programs for wellness, child care, camp, or swimming. We spend significant time training and motivating our many employees and are committed to program quality and member service. I hope you will still consider participating in our Y’s campaign.

I already pay dues for membership/child care. Why do you need more?
Donations support programs that do not sustain themselves and helps families, children and seniors who cannot afford the full cost of programs and membership. The Y is committed to providing high-quality programs for all, and with the help of friends like you, we will continue to address the entire community’s needs.
A GREAT WAY TO BREAK THE ICE
(INTRODUCTORY LETTER/EMAIL TEMPLATE)

Campaigners often decide to preface a phone call or personal visit with a letter or email. You may also choose to share our website (http://www.ymcala.org/nv) or include one of our brochures to spark interest!

Sample Introductory Letter/Email Text

Dear Mr./Mrs./Miss Prospect:

Did you know the North Valley Family YMCA at Porter Ranch is the area’s leading non-profit addressing the most pressing needs in our community? We welcome everyone – regardless of age, income, or background – giving them the opportunity to learn, grow, and thrive through programs like these:

- Our summer resident camps provide our youth the unique opportunity to try new things, develop leadership skills, and make lifelong friends in the great outdoors.
- Our childcare program helps inspire, educate and motivate a preschool, elementary and middle school child to participate in exciting activities.
- Our parent-child programs encourage family bonding through organized group activities and projects.
- Our Healthy Living Programs helps keep families and seniors dedicated to healthy living by providing financial assistance for memberships.

These are just a few of the ways in which our Y ensures that our community is growing stronger together. Our 2015 Support Campaign seeks to raise $685,000 to help fund our programs and provide direct financial assistance to individuals and families in need.

I would be thrilled to chat with you about your participation in this important campaign effort, and I will be in touch in the next week or so.

Thank you for your consideration of the Y!

Sincerely,

Your Name
Volunteer, Chairman’s Round Table Campaign
BUILDING RELATIONSHIPS THAT LAST
(SAMPLE SOLICITATION SCRIPT)

Prior to contacting your prospects, practice your approach so you feel more comfortable and prepared. Adapt the sample script below to your own style and personality as well as your audience:

1. **Greeting: Thank your donor for the meeting and introduce yourself.**
   - “Thank you for meeting with me today! I am (YOUR NAME), a volunteer with the Chairman’s Round Table Campaign of the North Valley Family YMCA at Porter Ranch. I appreciate this chance to share with you the good work the Y is doing.”

2. **Tell Your Y Story: In your own words, share your Y involvement.**
   - Describe your Y activities and how it has impacted your life (i.e. my kids are safe, I'm healthier, I’ve made wonderful friends).
   - “I’ve been a member for ___ years and I’ve experienced firsthand the positive affect the Y has on the community. I’ve been involved in...”

3. **Build Rapport: Ask questions about their Y experience.**
   - “When did you begin your involvement with the YMCA?”
   - “What impact has the Y had in your life?”
   - If no Y experience, ask about the prospect’s community involvement and what he/she feels is important to keeping our community safe/happy/healthy. Most likely, there is a Y program that fits his/her interests.

4. **Transition to the Ask.**
   - “In order for the Y to sustain the programs we love and make sure all are able to participate, campaign volunteers like me seek contributions from prominent community members like you.”

5. **Make the Ask.**
   - “Our goal this year is to raise $685,000. We hope that you will consider a gift of $___ to help the Y continue to strengthen our community.
   - If the answer is yes, thank him/her for the gift and fill out a pledge card.
   - If the answer is no, find out why he/she is unable to contribute. Perhaps the donor would benefit from making a pledge which would break the gift into payments.
   - Thank them for their time even if they decline to give.

6. **Goodbye/See you around the Y!**
   - Thank the prospect for his/her time and encourage continued support and involvement at the YMCA.
   - **CONGRATULATIONS!**

Even if you did not secure a gift, you have successfully shared the Y story.
REACHING OUT, ONLINE
(SOMETHING NEW THIS YEAR)

There are some people you know who may be great prospects to support the YMCA...but it is impractical to meet with them face to face. Perhaps your Aunt Sue in Nebraska...or some friends or business contacts you communicate with regularly by email or social media.

This year the YMCA has an online fundraising tool option you may use to reach out to these people and ask for their support. Below is an overview of how this tool works.

Remember, your best approach is through a personal meeting or a personal phone call! However, when those are not possible, you may find this e-tool of value.
**TOKENS OF OUR APPRECIATION**

The Y’s Annual Support Campaign is not all work and no play! In order to foster some friendly competition, our campaign teams compete for “Goal Buster Awards”. Campaigners earn points for their team with everything they do – from simply attending a report meeting to securing a $10,000 gift.

Points are awarded for the following:

<table>
<thead>
<tr>
<th>Points for Attendance</th>
<th>Number of Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participated as a campaigner last year</td>
<td>350 points</td>
</tr>
<tr>
<td>Attend Campaigner Organization meeting Oct. 8</td>
<td>350 points</td>
</tr>
<tr>
<td>Attend Training meeting November 12</td>
<td>350 points</td>
</tr>
<tr>
<td>Attend Kickoff Breakfast Meeting, January 14</td>
<td>250 points</td>
</tr>
<tr>
<td>Attend each Report Breakfast Meeting</td>
<td>250 points each</td>
</tr>
<tr>
<td>Attend Team Huddle each week of campaign</td>
<td>250 points each</td>
</tr>
<tr>
<td>Turn in Report Envelopes each Tuesday by 5pm</td>
<td>100 points each</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Points For Visiting Donors</th>
<th>Number of Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit resulting in a donation</td>
<td>100 points/donor</td>
</tr>
<tr>
<td>Visit without donation</td>
<td>50 points</td>
</tr>
<tr>
<td>Make 10 visits resulting in donations (1 time only)</td>
<td>300 points</td>
</tr>
<tr>
<td>Achieve goal of 12 face to face visits (1 time only)</td>
<td>300 points</td>
</tr>
<tr>
<td>Face to face contact (Turn back/no contact = 0 points)</td>
<td>100 points each</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Points for obtaining Gifts</th>
<th>Number of Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make your own generous gift on or before Kickoff</td>
<td>500 points</td>
</tr>
<tr>
<td>Each dollar “Old Money” (repeated gifts)</td>
<td>1 point</td>
</tr>
<tr>
<td>Each dollar “New Money” (new gifts or increased gifts)</td>
<td>5 points</td>
</tr>
<tr>
<td>Each new donor</td>
<td>250 points</td>
</tr>
<tr>
<td>Each gift WITH payment or payment information (ATS or CC)</td>
<td>100 points</td>
</tr>
<tr>
<td>Each renewed donor with an increase</td>
<td>100 points</td>
</tr>
</tbody>
</table>

**Campaigner Recognition Levels**

<table>
<thead>
<tr>
<th>Make your personal pledge</th>
<th>Receive a YMCA grocery bag</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal Buster, 3000 points</td>
<td>Receive a Y Coaster</td>
</tr>
<tr>
<td>4500 points</td>
<td>Cooler</td>
</tr>
<tr>
<td>Double Goal Buster, 6000 points</td>
<td>YMCA Fan</td>
</tr>
<tr>
<td>$4,000 raised</td>
<td>YMCA Vest</td>
</tr>
</tbody>
</table>
Imagine what $685,500 can do for our community...

Your gift provides scholarships and program support for youth development, healthy living and social responsibility in the following areas:

- **720 children and teens** in our after school and extended care Child Care program and preschools are educated and enriched in a safe, nurturing environment where they can learn, grow and develop social skills.

- **1900 children** participate in the Youth Sports League for Basketball, Volleyball and Indoor Soccer helping to develop character, confidence and sportsmanship as they grow older. Daniel for UPDATE

- **319 teens** engage in Leadership Development - as Youth and Government and Model United Nations participants, Junior Leaders, Junior Lifeguards, Camp Counselors or Counselors-in-Training - gaining knowledge, character development, guidance and encouragement to help them develop and realize their potential.

- **600 children** per month in our youth Swim lessons programs participate in positive, fun activities that build athletic, social and interpersonal skills.

- **13,000 elementary school children** at 26 local public schools learn to be active and healthy through our P.L.A.Y. program, where the Y is working to enhance their physical fitness.

- **More than 250 children and teens** receive a life-changing Camp experience, where they explore the outdoors, build self-esteem and make lasting friendships.

- **450 parents and kids** come together for Family Time – Little Guides, Adventure Guides, Trailblazers, Family Camp, Family Nations and Family Fun Nights where parents and children can have fun and grow together.

- **650 families** improve their Health, Well-Being & Fitness at our main branch facility thanks to financial assistance.

By working side-by-side with our neighbors, community partners, and generous donors like you, we engage all of our 28,000 families in programs that support youth development, healthy living and social responsibility, strengthening the foundations of this community together.

**We believe that lasting personal and social change can only come about when we all work together.**
Join us in making your gift today.