

Volunteer Training

2020 Annual Campaign
Strong for the Future
HARRISON FAMILY YMCA

August 13th, 2020





OUTCOMES

By the end of our time we will:

- Understand our updated case for support
- Review campaign logistics and timeline
- Discuss tools we can utilize



STANDING STRONG THROUGH THE STORM

HARRISON FAMILY YMCA

Data as of 8.3.20

COVID-19 has had a devastating impact on our community.

Did You Know? As a non-profit community benefit organization the Harrison Family YMCA has suffered with you. We fund our operations from membership and program fees. Charitable contributions support community outreach and help those in need, and operational revenue helps fill the funding gap so the Y can serve all.

We've seen cloudy days...

Revenue is down

58%

Membership has declined

43%

We've had to reduce our
workforce

41%

...But on the bright side...

Thanks to members who have been able to stay with us, generous donors, and emergency grant funds, the Y has been able to meet community needs for now.

Distributed
19,924
Meals

Cared for
90 Kids

Collected
213
Units of blood

Made
1,000
Calls to seniors
in isolation

Provided
554
Virtual Activities

As the pandemic rages on, the need is greater than ever, both in our community and at the Y. We need your ongoing support to stay strong through the storm. Thank you for staying with us, rain or shine.

Donate Today to keep our Y Strong for the Future.
give.classy.org/StrongfortheFuture

Impact of the Pandemic, Financially

KNOW THE CASE FOR SUPPORT

In these un-chartered waters, our
case for support has been re-focused.



CASE STATEMENT

Theme: Strong for the Future.
– keeping our “future” theme intact

Support an organization that pivots to serve the community where it needs us most.

- We are including COVID-19 relief funds for community responses and critical operations in our 2020 Annual Campaign. Of the funds raised, 100% will be used to meet the needs of our community and ensure the Y is strong for the long-term future. This will include typical Annual Campaign program support as well as the greatest needs of our Y organization, which might include general operating support during this time.



BUCKETS OF FUNDING & SAMPLE AMOUNTS FOR GIVING

THESE ARE OUR MAIN FOCUSES:

1. **\$1,170** provides two months of all-day out of school care with tutoring and homework support at our Learning Academy.
2. **\$500** delivers 10,000 meals to families in need with our Food Distribution program.
3. **\$120** helps prevent drowning with two sessions of Swim Lessons.
4. **\$25** minimizes heart complications with a session of our Blood Pressure program.





Extended Learning.

Out of School Care. This is our MAIN FOCUS.

- Our main focus this year will be on Out of School Care and education. With the change in the learning landscape with our school systems and many other schools, the Y strives to be here to serve these children and their families.
- Moving from Before and After School Care to ALL-DAY care for a while. Our programming will adapt to school and family needs. Curriculums focus on tutoring and homework support. Here are our current out of school programs, and future considerations:
 - All Day Learning Academy at the Y
 - Summer Day Camp at the Y
 - After School at Hobgood Charter School
 - Expanding to off-site locations including churches and schools in partnership with school systems, down east partnership for children, etc.



Meal Deliveries.

Food Distribution Program

- Service Expanding
- Liz Lord serving as Food Coordinator for the County
- Current Food Runs:
 - Monday Delivery – Food Boxes from Conetoe Family Life Center and Redeemer Church for LatinX Families
 - Wednesday Delivery – Food Boxes from A Touch of the Father's Love and Apostolic Faith Church for two mobile home parks (spring hope & rocky mount), Rocky Mount Housing Authority Neighborhood, Families in Need through Communities in Schools, and another subsidized Senior Neighborhood.
 - Friday Delivery – YMCA purchased produce delivered to a mobile home park in Rocky Mount
 - Various other food runs with various partners



Drowning Prevention.

Swim Lessons & Swim Team

- As one of the few staple programs we have been able to start back up, this is so important for our Y and our community.
- 164 Total participants and 4% on financial assistance.
- Considerations for future partnerships to serve children within other organizations with a higher risk for drownings.
- Funds will also provide for Adaptive Swim and other aquatic programs once they are available again.



Chronic Disease Prevention.

Blood Pressure Self-Monitoring and Diabetes Awareness

- Running these virtually and will expand to in-person when able to.
- Will add back Enhance Fitness program when able to.
- 33 participants in Diabetes Awareness, which is offered at no charge to the community.
- Re-starting Blood Pressure Program August 31st.

CAMPAIGN LOGISTICS



Current Status and Goals

Campaign Current Total Update as of 8.13.20 at 9:00 a.m.

Current Total: \$96,432 & 305 Donors
Goal: \$140,000 & 705 Prospects (69%)

- Community Giving Goal: \$55,000
 - Current Total: \$29,824.40 (54%)
- Major Gifts Giving Goal: \$61,500
 - Current Total: \$43,800 (71%)
- Board Giving Goal: \$14,000
 - Current Total: \$12,046 (86%)
 - 100% Board Giving!
- Staff Giving Goal: \$9,500
 - Total: \$10,734 (113%)



Total Amount
\$96,432.17

68.88% of Goal

Campaign Timeline & Marketing

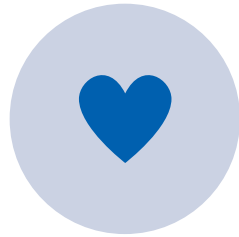


- August 17th – September 28th (6 Weeks)
- Mass Direct Mailer with follow up E-mail Communication
 - *Print pieces to include QR Codes linking to direct donation link
 - Targeted to Active Members “Staying with Us” that have not donated w/info on available member services as well
 - Targeted to Members on insurance-based plans who don’t pay for their membership
 - Targeted to Past Donors
 - Targeted to those already donated
- Twice-Monthly Fundraising Newsletter
 - Stories of Impact
 - Status of Campaign
 - Link to Donate/Where to Mail in a Donation
- Campaign Awareness with Donate Call to Action
 - Weekly Social Media Posts with link to Classy page
 - Radio Ad throughout Duration
 - Donated Billboard on Benvenue?
 - Home Page of Website
 - Mobile App Weekly Notifications
 - Impact Video to share on some e-mail communications & social media, and house it on webpage and Classy page
 - Press Release at launch
 - Community Partner Press Distribution
 - Impact of the Pandemic on our Y financially – Graphic to share on various communications and with volunteers to use

Keys to Success



MAKE YOUR GIFT
FIRST



KNOW YOUR Y
STORY



CALL BEST
PROSPECTS FIRST



DO YOUR
HOMEWORK



ASK FOR A
SPECIFIC AMOUNT

Campaign Tools



Volunteer Portal

harrisonfamilyy.org/annual-campaign/support-share-campaign

- Volunteer Guide
- Impact of the Pandemic Financials (will try to update these weekly)
- Social Media Posting Image
- Donor Solicitation Letter
- Case for Support
- Donor Prospecting Worksheet

Classy

give.classy.org/StrongfortheFuture

Functionality

- Peer to Peer fundraising tool
- Should be used for Community Gifts fundraising
- Great for soliciting new gifts
- This is still a tool, and it does not work unless you use it

Alyssa Matthews

252-972-9622 x.232

amatthews@rmymca.org

