

THE FUTURE IS IN YOUR HANDS



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

2020 Annual Campaign
HARRISON FAMILY YMCA

VOLUNTEER.

VOLUNTEER GUIDE

**HARRISON FAMILY YMCA
2020 ANNUAL CAMPAIGN**

Dear YMCA Friends,

What a privilege it is to serve as your 2020 Annual Campaign Chair! Your participation helps us provide important resources to the children, adults, and families in our community who need the Y.

Being part of a community means supporting each other and making the world a better place. And that's exactly what our 2020 Annual Campaign achieves thanks to dedicated volunteers like you. A full 100% of the funds collected go directly to programs and services that help impact people - a fact we can all be proud to rally around.

Without you, the YMCA would not be such a positive force throughout our community. Thank you for giving us your time and for helping us enrich the lives of so many families and individuals in Nash and Edgecombe County.

Sincerely,

Wesley Ballance
Annual Campaign Chair 2020
Harrison Family YMCA

THE ANNUAL CAMPAIGN

A PEOPLE-TO-PEOPLE CAMPAIGN CHAMPIONED BY Y VOLUNTEERS WHO RAISE DOLLARS TO ENABLE CHILDREN, TEENS, ADULTS, SENIORS, AND FAMILIES TO PARTICIPATE IN Y PROGRAMS AND SERVICES THAT THEY NEED.

VOLUNTEERS ARE KEY

You are important...

...Because your personal YMCA testimonial helps raise awareness of YMCA impact, and makes our collective story stronger.

...Because your participation makes a successful campaign possible and helps the YMCA live its mission.

...Because we know your time and talents are valuable resources.

THANK YOU for helping us strengthen our community by making accessible the support and opportunities that empower people and communities to learn, grow and thrive. Your efforts are deeply appreciated.

We Need You To Tell The Y Story

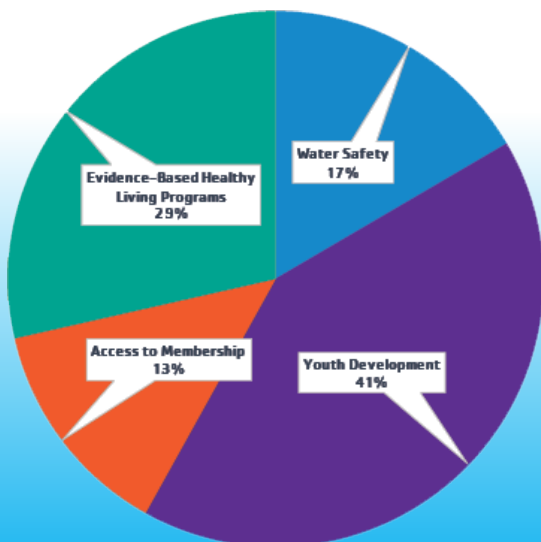
As an Annual Campaign volunteer, you are an important ambassador—communicating the values of the YMCA and its programs to individuals and businesses alike. You are one of the YMCAs best assets—a storyteller. As a storyteller, you will have the opportunity to share with others the unique and personal ways in which the YMCA and its programs have touched and enhanced your life. Did you learn how to swim at the YMCA? Did your child have his or her first camping experience at the YMCA? Did the YMCA offer your family financial assistance at a critical time in your life? By telling your YMCA story, you allow others a chance to see the power of the YMCA in action. You become living proof that the YMCA is a making a difference every day.

Why Invest In the Annual Campaign?

The Harrison Family YMCA is committed to providing quality programs and services to everyone, regardless of their ability to pay. While we strive to keep values-based programs and fees affordable by subsidizing some of the real costs, we know that during difficult times some individuals and families will need financial assistance. Through the Annual Campaign, we are able to ensure that no one is turned away based on their ability to pay. We also offer subsidized program solutions that address community issues such as drowning prevention, chronic disease programs, youth development offerings and more.

Your volunteer and financial commitment will help thousands of youth and families share the YMCA experience!

The Future is in Your Hands with the 2020 Annual Campaign.



ROLES IN THE CAMPAIGN

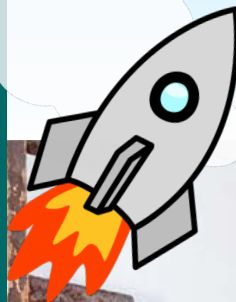
As an Annual Campaign Volunteer, you are an important ambassador. Your responsibilities are:

- To share the values of the YMCA and its programs to individuals and businesses alike.
- As a storyteller, you will have the opportunity to share with others the unique and personal ways in which the YMCA and its programs have touched and enhanced your own life.
- By making your own contribution and telling your Y story, you allow others a chance to see the power of the YMCA in action.

PERSONALIZED ONLINE GIVING – COMING SOON!

All campaigners will receive a link and tutorial explaining how to create your own personalized giving page online. Share your Y Story and insert an image of you so your friends and family know who is asking them for support! Share your personalized link on all your social media sites, e-mail and text!

- Allowing teams can cheer each other on!
- Allowing you to set a goal & track your progress!
- Share our cause with a wider audience through social media!



CAMPAIGN POSITIONS

CHAIR

Leads the campaign

VICE CHAIR

Supports the chair and helps lead & support all volunteers in the campaign

MAJOR GIFTS CHAIR

Leads solicitation and engagement of Major Gift Donors, \$1,000 & up gift levels

BOARD CAMPAIGN CHAIR

Leads solicitation and engagement of Board Campaign

COMMUNITY CAMPAIGN CHAIR

Leads solicitation and engagement of Community & Member Division of the Campaign

STORYTELLER

Volunteers fulfill the Community & Member Division of the campaign, raising funds and sharing stories of Y impact

STAFF CHAIR

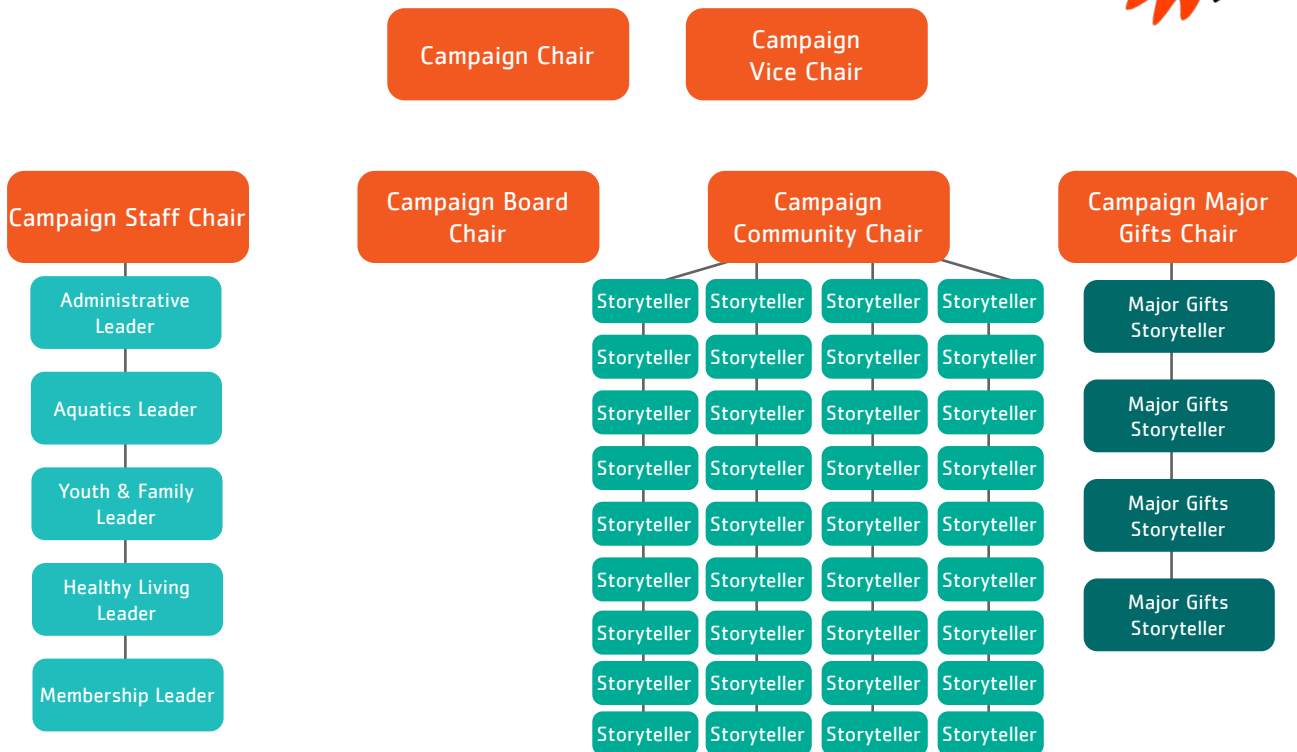
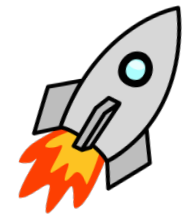
Leads solicitation and engagement of Staff Campaign

STAFF DEPARTMENT LEADERS

Solicits Y staff colleagues in their department of work in the Y, raising funds and sharing stories of Y impact



CAMPAIGN STRUCTURE



CAMPAIGN DOLLAR GOAL



TOTAL: \$140,000

Breakdown



Community & Member Goal

\$55,000

Major Gifts Goal

\$61,500

Board Giving Goal

\$14,000

Staff Giving Goal

\$9,500



DONOR SOLICITATION



Solicit only if you have the pledge card

Nothing is worse than securing a gift, and then not being able to take or process payment. Please talk with everyone about the good things that Y is doing, but only ask for a gift if you have the pledge card. Be familiar with the forms of payment as well, there are options for all types of donations, including online options.

Aim high

When asking for a specific dollar amount, aim high. Talk about the good things those dollars will do. Then BE QUIET and let the donor respond. Don't hear "no" unless they say "no".

Make friends for the Y

Not everyone will choose to donate to the campaign. However, try and make a friend for the Y. Even if they decide not to make a contribution now, you have told the Y story and brought them closer to the organization. Celebrate this success!

Respect donors' concerns and complaints

If someone has a complaint about the Y, listen to and record the complaint, but try not to comment on their specific issue. Assure the person that you will follow up with the YMCA staff and that someone will get back to them. Let them know we will respond to every concern. Once people feel that their concerns have been heard, they will be more ready to listen to your request for their support to the campaign.

ASK FOR A SPECIFIC AMOUNT

When the facts have been explained and the standards set, ask for a specific amount: "Because we feel you care as much as we do, we are asking you to consider a gift of \$275 to support the kids and families of the YMCA." If you leave it open-ended and don't get an amount written down on the pledge card, they are likely to forget. Ensure you secure the actual pledge and don't let them say they will turn something in later. Let them know about our many payment options.

Encourage pledging

Most of us can give more when we make small payments over a period of time as opposed to giving one larger gift. Encouraging people to make a pledge they can pay over the course of the year helps their ability to do more. Consider asking prospects to contribute \$10, \$25, or \$50 a month instead of asking for one lump sum.

Report results regularly

Reports are published weekly during the campaign. Please turn in your pledge cards promptly and call regularly to communicate your progress.

*****BE PREPARED IN ADVANCE FOR QUESTIONS*****

Answer questions honestly and find out why a potential contributor feels the way he or she does. Understand the principle of "turnaround": utilize contributors' objections to strengthen the case. Leave the door open regarding a refusal. Refer unanswerable questions to YMCA staff members Remember, even if you don't get a contribution, make a friend for the YMCA.

Speak with sincerity and conviction. It's hard for someone to turn down a sincere spokesperson for the Y.

KEYS TO SUCCESS

MAKE YOUR GIFT FIRST



Your gift demonstrates your commitment and belief in the YMCA. After making a personal gift, it is much easier to ask someone else to do the same.

KNOW YOUR Y STORY



When you speak as a sincere, caring person who's talking from the heart ... people listen. Think of the reasons why you decided to volunteer for the Y and share that passion.

CALL BEST PROSPECTS FIRST



Get off to a good start and build confidence as you ask for gifts. Plus, each commitment received gives you an even stronger position in subsequent solicitations.

DO YOUR HOMEWORK



Know prospects interests and giving capabilities. Find out if they have been involved in the Y before and share information on programs they've been involved in. Be knowledgeable about your Y so that you can discuss impact.

ASK FOR A SPECIFIC AMOUNT



Prospects respond when asked for a specific amount. There are less decisions to be made for the donor, and they feel like they are doing something good. Aim high and emphasize what the donation will accomplish!

MEET IN PERSON



Meeting in person makes a strong statement that the cause is important to you. Personal visits have been shown to result in higher gifts. Invite Y staff or fellow volunteers on your ask. A team visit builds confidence and adds clout to your presentation.

My Tracking Workbook

Use your story to help frame your conversation with potential donors. Take a few moments to write down what the YMCA means to you.

Try to answer the following questions in your response: Why do I volunteer? Why do I give? What benefits have I received from the YMCA? What is the best part of the Annual Campaign?

My Contacts

Team Name (if you have a team): _____

Team Leader (if you have a team): _____

Contact Information: _____

My Teammates:

Contact Information:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Campaign Chair:

Contact Information:

_____	_____
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Campaign Vice Chair:

_____	_____
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YMCA Staff Names & Titles:

Contact Information:

Alyssa Matthews, Marketing & Development Dir.

252-972-9622 x232 amatthews@rmymca.org

_____	_____
_____	_____

Ask Examples

Based on the information you get from your opening conversation with a prospective donor, craft your ask specific for them.

The "Join Me" Ask:

"You mentioned that your kids learned to swim at the Y. Mine did too. Learning safety around the water is so important for kids. I made my gift to make swim lessons more available to all kids. Would you be willing to join me and help another child learn to swim? A \$60 gift could do just that."

The "Cause" Ask:

"The Y offers programs to adults and seniors to assist in combating chronic diseases. The Y's Blood Pressure Self-Monitoring Program has been proven to prevent heart health complications. For a \$100 contribution, you could provide 4 sessions of our Blood Pressure Self-Monitoring Program to help minimize those risks."

The "Renewal" Ask:

"You were generous last year with a gift of \$550 to provide two months of After School Care. Last summer, about 113 kids were assisted with After School Care and Camp, with help from people just like you. We want to serve all the families that request assistance. This year, would you consider increasing your gift to \$750? You could even spread that out with \$250 over each of the next three quarters."

The "Considerate" Ask:

"I really enjoy being able to have a membership with my whole family here at the Y, with something to do for everyone. Did you know that 199 families who were unable to afford a membership due to life circumstances, were able to be a part of the Y thanks to Annual Campaign Funds last year? I'm hoping you will consider a contribution of \$1,000 this year, or \$100 per month for 10 months. This would provide a year of Y Membership for a family in need. Would you consider that?"

REMEMBER TO ASK FOR A GIFT IN TERMS OF A BENEFIT IT PROVIDES.

My Progress

	Total Gifts/Pledges	Percentage of Goal
Week 1:	_____	_____
Week 2:	_____	_____
Week 3:	_____	_____
Week 4:	_____	_____
Week 5:	_____	_____
Week 6:	_____	_____
Week 7:	_____	_____
Week 8:	_____	_____

FREQUENTLY ASKED QUESTIONS

Why should I give to the Y?

Your support is integral in helping the YMCA continue our commitment to providing quality programs to everyone, regardless of their ability to pay. Your support also helps us to provide mission-based outreach programming that addresses specific and current community needs. You benefit from having a strong YMCA in your community. Our programs provide meaningful opportunities for young people to grow into responsible adults, enable families to fight chronic illness and give seniors a sense of belonging. The YMCA makes your community a better place to live and work.

The YMCA makes your community a better place to live and work. How is the Y strengthening my community?

At the Y, we believe that a community focused on healthy living, youth development, and social responsibility is better equipped to exercise its true potential and have a greater, positive impact on society.

Doesn't the Y receive funds from United Way?

Yes, we are grateful to receive funding from United Way each year and are thankful for our very close partnership. However, even the generous gift from United Way can only provide a percentage of the expenses for our Child Care, Water Fitness and Adaptive Swimming Programs.

Why should I give when I already pay monthly membership dues?

Membership dues and program fees cover the cost of maintaining and operating YMCA facilities and programs for members. Donations to the Annual Campaign support programs for everyone in the community. Contributions also provide financial assistance for individuals and families who cannot afford membership or program fees, but can benefit from our programs.

Is my contribution tax deductible?

Yes! The YMCA is classified by the Internal Revenue Service as a publicly supported 501(c)(3) non-profit.

Now is not a good time—can I give later?

Pledging your support now and making payment later is often the preferred and affordable way to give generously. You have a number of options when making a gift to the Y:

- Make a one-time gift by cash, check, or credit card by mail or online at: harrisonfamilyy.org/support-y
- Set up a recurring gift to the Y
- Pledge your commitment to the Y and pay any time before the end of the year (if you'd like, we can send you a reminder at specified intervals) You can pay your pledge by cash, check, or credit card.

I gave last year. Why are you asking again so soon?

Your contributions to last year's campaign helped the YMCA deliver vital programs for people in our community. However, these programs can only be sustained with continued support. That's why the Annual Campaign is an ANNUAL CAMPAIGN. If you prefer, you can pledge now and pay later in the year.

Does the money raised in the campaign stay at our Y?

Yes, donations from people in our community support our local Y.

CONTACT & IMPORTANT DATES

Alyssa Matthews, Marketing & Development Director
252-972-9622 x. 232 or amatthews@rmymca.org

<https://www.harrisonfamilyy.org/support-y/annual-campaign>

Campaign Training Dates

Campaign Kickoff

Campaign Victory Celebration

YOUR GIFT, TO ALL

- **\$25** provides a 16-week session of our Blood Pressure Self-Monitoring Program, allowing individuals to take action in minimizing their risks for heart health complications.
- **\$60** allows a child to participate in a youth program such as gymnastics or sports, that they otherwise would not have the means to participate in.
- **\$275** provides a family in need a month of continued learning outside of the school day in a safe haven with Before & After School Care.
- **\$500** allows 5 older adults the opportunity to gain strength and independence with a 16-week session of our Enhance Fitness Program for Falls Prevention & Arthritis.
- **\$1,000** provides a year of YMCA membership for a family in need.
- **\$1,950** sends a child to our stimulating Camp for the entire summer.
- **\$3,000** provides a month of our Adaptive Swim Program, giving Nash-Rocky Mount Public Schools' special needs children an outlet to grow socially and learn to swim.

