



**ANNUAL  
CAMPAIGN**

# **INSPIRING *MOVEMENT***

**2024 Annual Campaign Handbook**



# TABLE OF CONTENTS

Annual Campaign Overview.....	4
Schedule .....	5
Tips for Success & Communicating Impact.....	6, 8
Sample Phone & Voicemail Script.....	9
Sample Letter, Email .....	10
Best Practices for Online Fundraising .....	11
Set Up Online Fundraising Page.....	12
Electronic Pledge Card .....	13
Banner Information.....	14

# YMCA ANNUAL CAMPAIGN OVERVIEW

## »» WHAT IT IS

The YMCA Annual Campaign is a fundraising initiative that makes the Y available to people who cannot afford the cost of program and membership fees. By removing financial barriers, we are fulfilling our mission to make the Y available to ALL.

## »» WHO IT HELPS

One hundred percent of Annual Campaign contributions go back into the community. The campaign makes it possible for children, families, seniors, neighbors and others to benefit from Y programs and memberships, regardless of their financial circumstances.

## »» WHY IT MATTERS

The YMCA of Greater Fort Wayne is a leading non-profit organization whose mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all.

We believe that lasting personal and social change can only come about when we all work together to invest in our kids, our health and our neighbors.

## »» HOW IT WORKS

Over 200 community volunteers and Y staff join together in an effort to tell “the Y story” to everyone in their networks: friends, corporate leaders, family & colleagues. The campaign is as much about “friend-raising”—communicating the Y’s daily impact on people’s lives—as it is about raising money.

## »» WHEN IT HAPPENS

Cultivation, stewardship and asking for major gifts occur year-round. Staff are asked for donations in November and board members are asked in January. The community campaign starts Tuesday, February 20 and runs through Sunday, March 31.

## »» YOUR ROLE

Throughout the year and especially during the Annual Campaign we rely on our volunteers to be ambassadors and champions of our mission. This is achieved through sharing our stories, communicating our impact, connecting people to our cause and providing them the opportunity to give back to their community by volunteering and donating.

# 2024 ANNUAL CAMPAIGN SCHEDULE

**November - Staff Campaign Goal 100% of Staff Asked**

**January - Board Campaign Goal 100% Board Giving**

**February - Community Campaign Begins**

- Campaign Kick-Off letters/brochures mailed to all previous donors and prospects on February 16
- Metro sends out thank you letters each Friday beginning February 23rd
- Metro sends out Progress Reports on Fridays through end of campaign

**You  
Are  
Here**

→ **February 20th - March 31st:**

Make calls, complete online pledge cards

**Week of March 18th:**

Alert campaign chair of unreachable donors.

**March 31st:**

Last day of official campaign.

**April - May**

Celebration events at branches.

Metro sends out wrap-up piece for each branches' campaign.

# TIPS FOR SUCCESSFUL FUNDRAISING

## 1 MAKE YOUR OWN PLEDGE FIRST

We can't ask others to give if we aren't willing to. It is easier to ask someone to give once you have made a commitment.

## 2 KNOW WHAT YOU ARE DOING AND WHY

A positive, confident attitude is the first and most important step. Be clear about your own commitment, be yourself, talk from the heart.

## 3 ONLY CONTACT PEOPLE ON YOUR PROSPECT SUMMARY SHEET

Assigning campaigners to donors ensures that an individual is only contacted by one volunteer. Contact your ED if you would like to add someone to your list.

## 4 ASK YOUR BEST PROSPECTS AND LAST YEAR'S DONORS FIRST

You'll gain confidence and momentum with an early yes.

## 5 KNOW THE DONOR'S GIVING HISTORY

Familiarize yourself with the donor's giving history with information from the summary sheet.

## 6 MAKE IT PERSONAL

Examples of how the Y has impacted you or someone else make giving more meaningful to a donor.

**As a Board Member** - "You may not know this but I'm on the board at the YMCA. The reason is because \_\_\_\_\_. One of the ways we support the mission is to raise money so everyone can participate!"

**As a Young Person** - "When I was young the Y made a difference in my life and now I want to do that for someone else."

**Programs you know about/are passionate about** - "At our branch there are so many awesome stories about lives that have been changed at the Y. Do you have a minute so I can share one?"

- Ask open ended questions.
- Find a connection between the Y and their passions.
- Speak in terms of impact not dollars, for example Giving the gift of 11 swim lessons to a child, not donating \$60.
- You are not asking for funds to pay staff salaries or facility expenses.
- If you are asked a question you don't have an answer for, let them know you'll find out and get back to them.

## 7 AIM HIGH AND ASK FOR A SPECIFIC AMOUNT

"If you are interested, here is how you can participate."

"I had a good year so I increased my gift. If you had a good year would you consider increasing yours to \$???"

"Would you consider a gift of \$\_\_\_ that will do \_\_\_?"

"Would you join me in supporting \_\_\_\_\_?"

## 8 ENCOURAGE PLEDGING

Many individuals can give a larger amount if they can pay over the course of 12 months.

## 9 ONCE A PLEDGE IS MADE

Confirm the pledge, verify contact information and thank the donor. Complete digital pledge card promptly and communicate any roadblocks. Campaign progress is reported on a weekly basis.

## 10 MAKE FRIENDS FOR THE YMCA

Not everyone will choose to give but you shared the great work that the Y does in our community!

# TIPS FOR SUCCESSFUL FUNDRAISING (2)

## » DONATION METHODS

### Donations of Stock

We accept gifts of stock which often provide tax benefits to the donor. To make a gift of stock, please refer donors to Julia Stambaugh, CFO, at [Julia\\_Stambaugh@fwymca.org](mailto:Julia_Stambaugh@fwymca.org) or call 260.918.2153 with their contact information and she will follow up with them.

### Cash or Check

Turn in to ED within 48 hours.

### Matching Gifts

The Y is eligible to receive matching gifts which double or even triple contributions made by employees. Visit [ww2.matchinggifts.com/search/rit](http://ww2.matchinggifts.com/search/rit) to look up company matching gift programs.

Please instruct the donor to contact his/her human resources department, for their process to obtain matching gifts.

## COMMUNICATE THE IMPACT

The YMCA of Greater Fort Wayne's goal is to make sure that no one is turned away due to inability to pay. The Annual Campaign provides programs that develop character in youth and strengthen families.



### INVESTMENT - \$160

Gets a child off the couch and into a week of fun, friendship, and memories at summer day camp.



### INVESTMENT - \$300

Helps 12 youth learn how to practice safety in our "Safe at Home" class



### INVESTMENT - \$210

Keeps 1 kid safe and confident around water through a year of swim lessons.



### INVESTMENT - \$2,500

Inspires 1 class of 10 cancer survivors to gain strength and reclaim wellness through LiveStrong® at the YMCA.

# 2023 FINANCIAL ASSISTANCE STATISTICS

Financial Assistance Statistics	Central	Camp	Whitley	Ren. Pointe	Childcare	Jorgensen	Parkview	Caylor-Nickel	Jackson Lehman	Skyline	Association Total
Total Individuals Served	7,635	189	1,439	6,707	624	6,100	5,755	1,557	7,771	263	38,040
Total Dollars Awarded	\$585,365	\$86,929	\$221,053	\$494,841	\$425,765	\$494,159	\$430,231	\$130,192	\$586,008	\$25,360	\$3,499,903
2023 Statistics	1 out of 2	1 out of 4	1 out of 6	9 out of 10	2 out of 5	1 out of 4	1 out of 5	1 out of 5	1 out of 3	1 out of 6	1 out of 3

## » COMMUNICATE YOUR STORY

Share the unique and personal ways in which the Y has touched and enhanced your life. Why do you have a passion for this work? What's your Y story? Your story must be compelling and memorable.

- Did you or a family member learn important life skills at the Y?
- Did your child have his or her first overnight camping experience at the Y?
- Did you or your family benefit from financial assistance provided by the Y?
- What important life skills did you or a family member learn?
- Have you been a long time member of the Y?

## COMMUNICATE THE Y'S STORY

### Our Mission

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

### Our Cause

Strengthening community is our cause.

### Our Position

The Y is the nation's leading nonprofit committed to strengthening communities through youth development, healthy living and social responsibility.

### Our Promise

The YMCA of Greater Fort Wayne has made a promise to our community that everyone has the opportunity to participate regardless of the ability to pay.



# SAMPLE PHONE/VOICEMAIL SCRIPT

Hi [Name]. This is [Name]. Do you have a minute? Great! (Begin with small talk and transition into your connection with the Y)... I don't know if I've ever talked to you about this, but I'm a board member (staff member, campaigner) for the YMCA. The reason I do this (insert your reason for being involved with the Y) \_\_\_\_\_.

Part of my role is to educate the community about the Y and that's the reason for my call. Part of the mission of the Y is to make sure that finances aren't a barrier to people who want to join or participate in programs. So we raise funds that help offset the membership and program fees for people who can't afford the total cost. There are so many things the Y does that people don't know about that make it worthy of support. Can I share a few examples with you?

In 2023, the Y served 2,051 kids at multiple day camp sites in Allen and Whitley counties, where kids accomplished new things, felt a sense of belonging, and developed character. In addition to that, more than 3,700 students had a safe, positive before or after-school experience because of a Y program. Due to programs for our areas most vulnerable youth, over 200 were mentored to get back on track and pursue a high school education. The Y really makes a difference in the lives of area youth.

My personal goal is to raise \$[insert goal] by March 31st. Every donation makes a difference – no matter the amount. All donations go toward financial assistance at the Y, making sure that everyone has access regardless of financial ability.

Would you consider a gift of \$[amount] which would help someone take a step closer to being the best version of themselves?

If the donor says – what you've asked for is too much... "I understand, and I know you will give what you can. Is there an amount you are comfortable with?" Let them suggest the next amount or help them connect a dollar amount they can give to something that is meaningful to them.

# SAMPLE VOICEMAIL

Hi [Name]. This is [Name]. I hope you are doing well. I am doing some work with the Y and wondered if you would be interested in helping out too. Please give me a call when it's a good time for you. You can reach me at \_\_\_\_\_.

# SAMPLE LETTER/EMAIL

Dear [Name],

I am thrilled to share that, as a supporter of the YMCA of Greater Fort Wayne, I am participating in this year's Annual Campaign to continue making the YMCA accessible to everyone in our community. [I became involved with the Y because (insert your personal connection, or why you personally support the Y)]. The Y's mission is important to me because I care about creating a place for everyone in our community to belong – to improve themselves, learn healthy habits and build new friendships. The Y makes that possible. The Y's reach is tremendous – and your support of the Annual Campaign will help ensure that everyone has access, regardless of financial ability.

My personal goal is to raise \$[insert goal] by March 31st. Every donation makes a difference – no matter the amount. All donations go towards financial assistance at the Y, making sure that everyone has access regardless of financial ability. To make a contribution, please visit my personal fundraising page: [insert direct URL] or online at [www.fwymca.org](http://www.fwymca.org)

Sincerely,

## FOLLOW-UP EMAIL

Subject: [X] more weeks to reach my goal

Dear Friend,

As you may know, in [insert countdown, i.e. 14 days] the YMCA of Greater Fort Wayne's Annual Campaign will reach its last day of the official campaign! While you can still give year-round, giving before March 31 is especially important to help us reach our goal by the campaign deadline. The YMCA is an important resource to so many individuals and families who benefit from access to afterschool care, early learning, senior health and fitness activities, and more.

Financial assistance is important because it makes the Y accessible to everyone. In fact, last year more than 38,000 individuals were able to participate at the Y because of financial assistance! When you give to the Y's Annual Campaign, you're helping your neighbors and community thrive. I choose to support the Y because it makes such a big difference in our area, and I hope you will too.

Please consider making a contribution to this year's campaign. If you would like to donate online, you can use this link: [insert URL]. Remember, 100% of your contribution will be used towards financial assistance. And, no donation is too small – every dollar truly makes a difference.

Thank you in advance!

# BEST PRACTICES FOR ONLINE FUNDRAISING

- 1 Peer to Peer online fundraising is a great option for family members or out-of-state friends who have a relationship with you but may not be connected with our YMCA.

  - A Use the YMCA website to direct people who want to make their donation online:  
[fwymca.org/give](https://fwymca.org/give).
  - B Set up a personal fundraising page through Givebutter (See page 12)
- 2 Make calls to your assigned donors and prospects first – get commitment. Incorporate Online fundraising using Givebutter platform.
- 3 Sending a link to your personal fundraising page is a good way to follow-up once you have made a personal ask for a specific dollar amount or if someone was hesitant about giving during your initial ask.

Note: Average national online gift in 2023 was \$128. For the 2023 Annual Campaign, our average gift on Givebutter was \$127. Online donations account for 34% of giving nationally.
- 4 Email your donors and prospects pictures, videos, stories...which help educate and inspire them to give.
- 5 After the campaign ends, circle back around and let your donors know how much you raised online.
- 6 Best practice is to develop a long-term relationship that will encourage increased giving over time.

**REMEMBER:**  
Annual Campaign  
Resources can be  
found online at:

[www.fwymca.org/AC2024](https://www.fwymca.org/AC2024)



SCAN

# HOW TO SET UP YOUR 2024 FUNDRAISING PAGE



# Givebutter

## PERSONAL FUNDRAISING PAGES

### HOW TO SET UP YOUR GIVEBUTTER FUNDRAISING PAGE

To create your personal fundraising page, use the link below associated with your branch. If you need assistance or would like an invitation to the page sent to you directly, please contact Janet\_Treadway@fwymca.org at 260.755.4966.

**Camp Potawatami:** [givebutter.com/2024YMCACAMP/join](https://givebutter.com/2024YMCACAMP/join)

**Metro Office:** [givebutter.com/2024metroYMCA/join](https://givebutter.com/2024metroYMCA/join)

**Caylor-Nickel:** [givebutter.com/2024CNYMCA/join](https://givebutter.com/2024CNYMCA/join)

**Parkview:** [givebutter.com/2024ParkviewYMCA/join](https://givebutter.com/2024ParkviewYMCA/join)

**Central/Skyline:** [givebutter.com/2024CSYMCA/join](https://givebutter.com/2024CSYMCA/join)

**Renaissance Pointe:** [givebutter.com/2024RPYMCA/join](https://givebutter.com/2024RPYMCA/join)

**Child Care Services:** [givebutter.com/2024YMCACCS/join](https://givebutter.com/2024YMCACCS/join)

**Whitley:** [givebutter.com/2024WhitleyYMCA/join](https://givebutter.com/2024WhitleyYMCA/join)

**Jorgensen:** [givebutter.com/2024JorgYMCA/join](https://givebutter.com/2024JorgYMCA/join)

**Youth Service Bureau:** [givebutter.com/2024YSBYMCA/join](https://givebutter.com/2024YSBYMCA/join)

**Jackson R. Lehman:** [givebutter.com/2024JRLYMCA/join](https://givebutter.com/2024JRLYMCA/join)

Create an account by completing the fields in the online form:

Set your fundraising goal and tell your story:

Fundraise  
Sign Up > Create Page > Share

Profile Picture

First name\* Last name\*

Email\*

Phone\*

Password\*

Sign up

By creating an account, you agree to the Terms of Service and Privacy Policy.

Already have an account? [Sign in.](#)

Fundraise  
Sign Up > Create Page > Share

What's your fundraising goal?  
Set a starting goal for your page. You can change this at any time.

\$500

Story  
Tell the story of why you're fundraising. This will appear on your personal page and be visible to any visitors. Don't worry, you can edit this later.

Tell your story...

Join this fundraiser

If you have previously set up an account, you can sign in using the link at the bottom.

When your account is set up, you can share your fundraiser by clicking the Share Fundraiser button in the upper right corner. Each campaigner will have their own unique URL that can be shared with prospects via Facebook, Twitter, email, etc., using the direct links provided when you click the option to share your fundraiser.

Givebutter has help links available to you as a fundraiser, or you may contact Janet Treadway with any questions.

### Share this fundraiser

Fundraisers shared on social networks raise up to 5x more.

<https://givebutter.com/2024ParkviewYMCA>

Copy



## 2024 Annual Campaign Pledge Card

Campaigner Name \_\_\_\_\_ Branch \_\_\_\_\_

Name of Donor(s) or Contact if Organization \_\_\_\_\_

Organization Name if Applicable \_\_\_\_\_

*If the donor is not currently on your prospect summary sheet or if the information is not correct, please provide complete mailing address.*

Street/City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Amount of Gift \_\_\_\_\_

### Billing Information

\_\_\_\_\_ Payment has been received and submitted to Executive Director \_\_\_\_\_ Invoice – single payment

\_\_\_\_\_ Invoice - quarterly payments \_\_\_\_\_ Invoice – monthly payments

Please begin invoicing in this month \_\_\_\_\_

### Corporate Matching Gift

\_\_\_\_\_ Gift is eligible for a matching gift of equal value.

\_\_\_\_\_ A portion of gift is eligible for a matching gift as indicated below.

\_\_\_\_\_ Gift is not eligible for a matching gift.

If applicable, a corporate matching gift is available from the following company and the amount eligible is:

\_\_\_\_\_

### Acknowledgement Information

\_\_\_\_\_ Gift is confidential.

\_\_\_\_\_ Please use the following recognition name(s) as indicated:

Print & Banner Acknowledgement \_\_\_\_\_

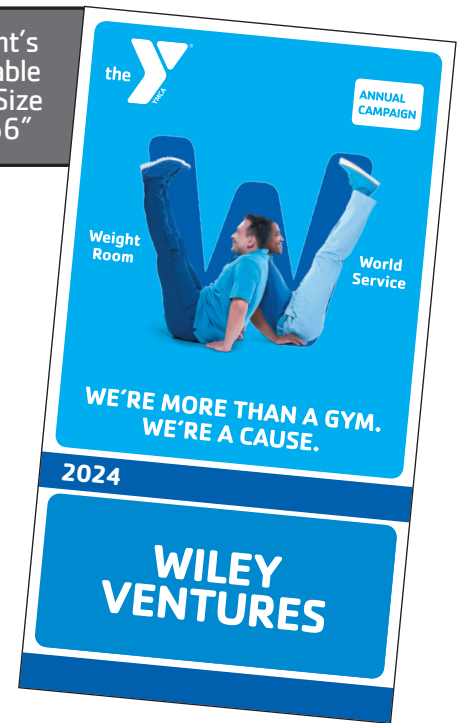
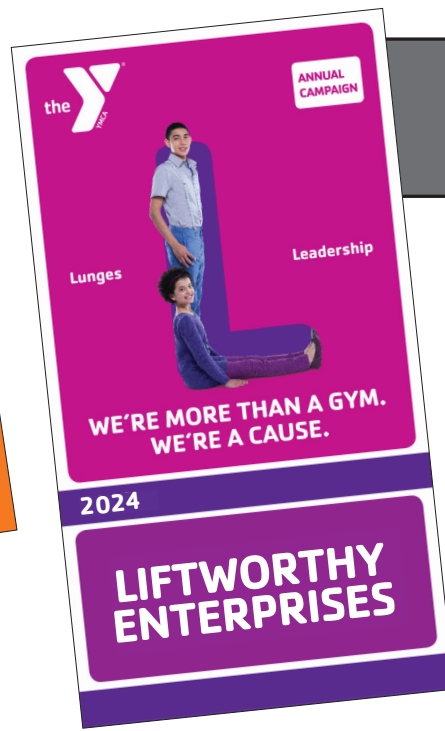
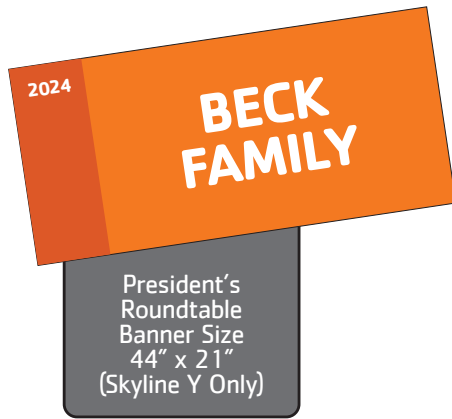
Banner location(s) for gift of \$1,000 or more

\_\_\_\_\_ Caylor-Nickel \_\_\_\_\_ Central \_\_\_\_\_ Jackson R Lehman Jorgensen \_\_\_\_\_ Parkview

\_\_\_\_\_ Renaissance Pointe \_\_\_\_\_ Skyline \_\_\_\_\_ Whitley \_\_\_\_\_ No Banner needed

*If donor currently has a banner, it is indicated on your prospect summary sheet.*

# PRESIDENT'S ROUNDTABLE BANNER PROGRAM



**The President's Roundtable** is a special group of donors that has made an extraordinary commitment to strengthen our community with an annual gift of \$1,000 or more to the YMCA. Donations may also be made through a gift of stock or other securities.

## Recognition

In appreciation of support of the YMCA's commitment to strengthen communities, donors receive:

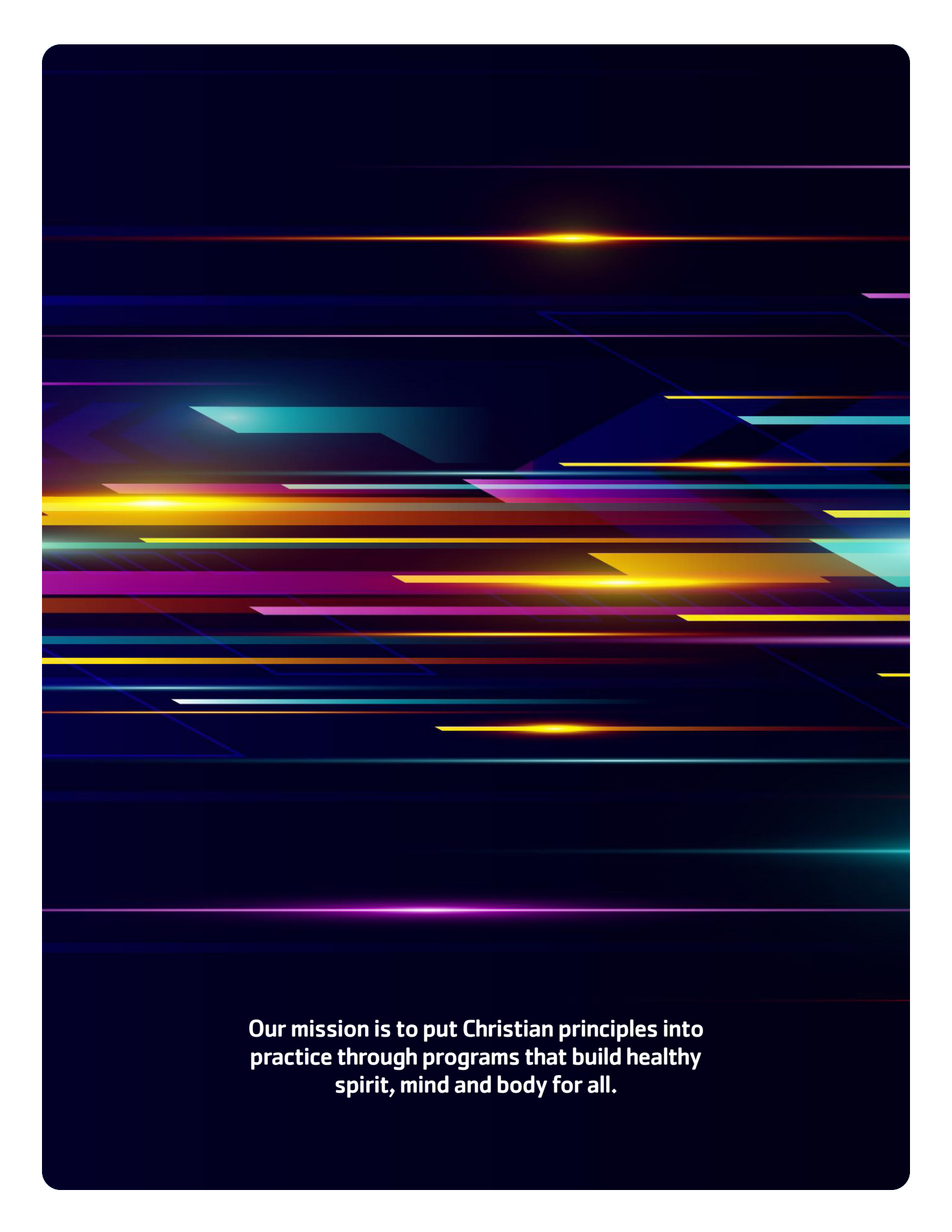
- >> A banner on display for one year at a YMCA of your choice in Allen, Whitley or Wells County (banner shown above).
- >> Recognition in the YMCA annual report.
- >> Recognition in campaign wrap up letter.

Gifts to the Annual Campaign help kids, families and adults grow stronger in spirit, mind and body by giving them the opportunity to participate in YMCA programs and membership.

For more information please contact your local branch.

BRANCH	DIRECTOR	PHONE	E-MAIL
Caylor-Nickel Foundation Family YMCA	Thom Miller	260.565.9622	thom_miller@fwymca.org
Central Branch YMCA	Amanda Fall	260.755.4806	amanda_fall@fwymca.org
Jackson R. Lehman Family YMCA	Blake Zickafoose	260.755.4914	blake_zickafoose@fwymca.org
Jorgensen Family YMCA	Tabitha Ervin	260.755.4845	tabitha_ervin@fwymca.org
Parkview Family YMCA	Amy Griffith	260.755.4848	amy_griffith@fwymca.org
Renaissance Pointe YMCA	Amos Norman	260.755.4882	amos_norman@fwymca.org
Skyline YMCA	Amanda Fall	260.755.4806	amanda_fall@fwymca.org
Whitley County Family YMCA	Erica Miller	260.244.9622	erica_miller@fwymca.org
YMCA Metropolitan Office	Janet Treadway	260.918.2141	janet_treadway@fwymca.org
YMCA Camp Potawotami	Karen Kasprzak	260.351.2525	karen_kasprzak@fwymca.org
YMCA Child Care Services	Michael Brooks	260.449.8468	michael_brooks@fwymca.org
YMCA Youth Service Bureau	Amy Dahm Just	260.449.7061	amy_just@fwymca.org

Additional electronic resources available here:  
[www.fwymca.org/ymca-annual-campaign-resources](http://www.fwymca.org/ymca-annual-campaign-resources)



**Our mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all.**