



# ANNUAL CAMPAIGN AMBASSADOR MANUAL

## YMCA OF THE TREASURE COAST

### YOUR ROLE AS AN AMBASSADOR

As a YMCA 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 **YMCA's 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 impacted your life. Did you learn how to swim at the Y? Did the Y offer your family financial assistance at a critical time in your life? By telling your Y story, you allow others a chance to see the power of the YMCA in action.

You become living proof that the Y is making a difference every day.

*Everything the Y does is in service of building a better us. From athletics, to education, to health services, to safe spaces, the Y fills the gaps where society falls short. Because we believe every person and every community deserves a chance to thrive.*

### YOUR ROLE IN THE CAMPAIGN

Every Y volunteer is a critical part of the team that together will make the annual campaign a success by raising funds to reach our \$200,000 goal!

#### Ambassador

Tell the Y story to friends and neighbors and ask them to consider joining

you in making a financial gift to the campaign ... Give and Get!

#### Team Leader

Accept the additional responsibility of inviting other to join you as a Y storyteller. Team Captains also report team progress weekly throughout the campaign.

### THE VALUE OF THE YMCA

The Y is community centered. For nearly 175 years, we've been listening and responding to our communities. The Y brings people together. We connect people of all ages and background 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 national reach. We mobilize local community to effect lasting meaningful change.

### FACTS ABOUT THE YMCA OF THE TREASURE COAST

In 2016, we engaged approximately 15,000 individuals in activities that strengthened our community. Awarded more than \$215,000 in support funding to qualifying individuals and families in Martin, St. Lucie, Okeechobee and Indian River counties enabling children, families and seniors to participate in Y programs who otherwise would not be able to participate.



# TEN-STEP PLAN FOR A SUCCESSFUL ASK

1. Introduce yourself and the purpose of your visit and state that you are a volunteer doing this out of your personal belief in the Y and your strong conviction about its importance to the community. Share your feelings and tell your story of why the Y is important to you.
2. Ask Questions that establish the prospects understanding of the Y. Examples: What has been your experience with the Y? Do you and your children or friends use the facility and or enjoy the programs? What do you think are the important roles that the Y serves in our community? Do you know someone who has personally benefitted from the Y?
3. Share your personal convictions about the Y and its importance in the community. Make it a two-way conversation by sharing your story, then pausing so that the prospect can contribute too. Example: tell why you think the Y is important and share what your involvement has been.
4. Share this year's case for giving. Become familiar with our Y's current "Not just a gym and swim" document and give specifics to explain how the community will be better because of this valuable community asset.
5. Ask about the prospects area of interest. What aspect of the Y do they feel most strongly about and why?
6. Ask for the gift– and ask for a specific amount. Use information from the prospects area of interest to ask for a specific amount and then wait for them to respond. By asking for a specific amount you offer a service and show respect for the prospective donor. This person can then choose whether that dollar amount is right for them.
7. Take out the pledge card ONLY after they have agreed to contribute.
8. Fill out the pledge card with them and get their signature. Fill out this information as thoroughly as possible so that the Y office has current and accurate information. Feel free to write additional information on the pledge card as needed.
9. Ask about matching gifts. Many companies match gifts to the Y. Check with the Y office if they have questions about this process.
10. Thank the donor for their generosity. You've done it!

## PLANNING AHEAD

The best way to avoid surprises is to give some careful consideration to your solicitation strategy BEFORE you meet with the prospective donor. Consider the following questions:

- Do you know your prospect–areas of interest, family members, etc.?
- What is the best possible outcome and what is the minimum expected outcome?
- Who should be involved in the meeting?
- Best location for the meeting?
- How will you handle objections/Concerns?

## KEYS TO SUCCESS

### Make your own pledge first

This is the single most important step to guarantee success. Once you have made your own commitment, you can proudly ask others to join you in financially supporting the Annual Campaign.

### Share your story about the Y

Have face-to-face conversations with your friends, family and colleagues about the ways in which the Y has impacted you and the community. Share with them your own personal commitment to the Y. Telling the Y story face-to-face will give you credibility when asking for a donation and will help build a wider base of support for the future.

### Ask your best prospects first

Practice asking those potential donors who you feel most comfortable with or have the greatest likelihood to give. By going to the people who are most likely to say "Yes" you will gain the confidence and skills you need when approaching more challenging solicitations. Success breeds success!

### Aim high and ask for a specific amount

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 shared your 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.



### 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.

### SIGNATURE

Pledge cards are not valid without the donor's signature. Please verify the name, address, phone, e-mail and amount of the gift/pledge, and payment method with the donor. Verify that the pledge card has been signed and campaigner name listed.

# 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. You benefit from having a strong YMCA in your community. Our programs for youth provide meaningful opportunities for young people to grow into responsible adults. The YMCA make your community a better place to live and work.

## Doesn't the Y receive funds from the United Way?

Yes, we are proud of United Way's support! However, those funds have diminished over the recent years. Your support of the YMCA Annual Campaign will help the Y respond to the diverse needs of our community and assure that everyone has the opportunity to participate regardless of their ability to pay.

## 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. Donating to the Annual Campaign supports programs for everyone in the community, particularly children and teens. Contributions also provide financial assistance for individuals and families who cannot afford membership or program fees, but can benefit from participating in our programs.

## Now is not a good time-can I give later?

The Y will bill donors monthly, quarterly, semi-annually or the donor may wish to pay in one sum later in the year. Pledging your support now and making payment later is often the preferred and affordable way to give generously.

## Is my contribution tax deductible?

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

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

Your contribution to last year's campaign helped the YMCA deliver vital programs for people in our community that needed a helping hand. However, these programs are not sustained with out continued support. That's why the Annual campaign is run annually. If you prefer, you can pledge now and pay later in the year.

## Someone has already contacted me. Why are you calling me again?

Occasionally this happens if you or a family member participates in activities or knows volunteer at more than one YMCA branch. Many people do contribute to multiple branches and this is an option for you , if desired.

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

Yes, donations from people in our community support our local Y. Some donors do ask that their gifts go to fund specific programs or activities that may be outside of our Y, and of course, we honor their wishes.

## My company has a matching gift program what do I need to do?

Many employers will match tax-deductible charitable contributions. Please contact your HR department to completer the requirements your company has in place for matching gifts.



## THANK YOU!

- ⇒ Because your personal Y testimonial helps raise awareness of Y programs and services, and makes our cause impactful
- ⇒ 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.