

Annual Community Support Campaign
TOGETHER WE CAN BUILD A BETTER US

Donor Prospect "Game Plan" Sheet

Make a Plan for Each "ASK"

	Prospect Name										
How do you know them?	Acquaintance										
YMCA Connection	Zumba										
Meeting Date	12-Jan										
Meeting Location	Starbucks										
Y Area of Interest	Camp										
Y Story	Camper "Julie"										
Amount Asking For	\$25/month										
Have a Donor Card	Yes										

- Tips:**
- Give First; Ask them to join you
 - Ask for Monthly Contributions instead of one-time pledge
 - Stick to your game plan; don't deviate from the plan
 - Make sure pledge card is signed

Campaigner: _____
 Team: _____

Date

Mr. and Mrs. Kenneth C. Donor
12345 Philanthropy Way
Generosity, FL 67890

RE: YMCA Annual Campaign

Dear Ken and Jane:

Each year the YMCA of the Treasure Coast asks for help in raising funds to support its efforts to build a stronger community. As a believer that "Together we can build a better us", I am contacting you, to ask for your support of the 2016 Annual Campaign.

The Y is for everyone. Our programs, services and initiatives enable kids to realize their potential, offer ways for families to have fun together, empower people to be healthier, and help foster a spirit of community service. And that's just the beginning!

The ability of our Y's and program sites along the Treasure Coast to bring about meaningful change is remarkable. On any given day, over 1,000 individuals from all walks of life enter the doors of our YMCA's in Martin, St. Lucie, Okeechobee, and Indian River Counties.

A great example of that change is Kimberly and her daughters,

"The few months ago I transitioned my two daughters to the afterschool program at the YMCA. I did not know how I was going to come up with the funds to pay every week. I am so glad that they are in a better place now. I don't get the weekly tears anymore. I don't hear about certain kids saying certain expletives. They are now in a place with like-minded kids that are helping their own social development.

This was possible due to a scholarship I was given by the Y to attend the Y Afterschool. As a single mother, I put the "sac" in sacrifice. I have learned to pinch and press every penny and my kids have learned to do with a few things to help me make ends meet. I feel like they are headed in the right directions with their self-esteem since going to the YMCA. They are learning new things, they are more physically active and the YMCA cater to each individual likes. One of my daughters loves art and the other loves science. One has been going to art once a week at the Y and the other is building a volcano as we speak. "

Our community needs the support of people like you now more than ever! Children, teens and seniors in our community urgently need opportunities for positive social and recreational activities in answer to the challenges of today's society. The Y is that answer, but I need your help!

Please consider making a donation to this year's Annual Campaign so that we may meet the needs of our community. I will be contacting you shortly to ask for your support.

Sincerely,

Your Name
Y Volunteer

Healthy Living

“The YMCA has literally been a life saver to me. Several years ago I was in an accident and I spent a year in a wheel chair after surgery on my ankles. My daughter had to deal with a mom who couldn't play with her and couldn't always go and do the things that she wanted to go and do. During this time, I began putting on a lot of weight. By the time I was able to begin physical therapy, I had gained about 100lbs. I have been overweight my whole life but with this additional weight was seriously impacting my health. I was diagnosed as diabetic and developed a new heart condition due to all the added stress on my heart. I also now had a very pain full back problem because of the weight. I came to the YMCA because I had been a member there when I was a kid and knew that it would be a great thing for my daughter, to get her involved in a healthy lifestyle. Since she was there for sports all the time I decided I could start working out there too. I began going regularly and made a plan to go every day that I could. I met people who genuinely cared about me and the changes I was trying to make in my life. They wanted to help and gave me the advice and support that I needed. I lost 70 lbs. Not only did I lose most of the new weight but I also found I had more energy than before the accident. I was able to run around with my daughter and my husband and do things I had always wanted to do. I still have a long way to go but I know that I will get there and there is so much that I have to look forward to. Thank you to the Y for helping me get there.”

Amanda Gray, YMCA Member

Youth Development

This year was Limayri's first summer at camp at our Louis Dreyfus Citrus Branch in Indiantown. Limayri is seven years old and she was terrified of the pool. She was so scared in fact, that she would purposely not bring her bathing suit and didn't want to come to camp at all because she knew, at Y camp you learn to swim. Y Camp was her first time being in or around a swimming pool, coupled with the recent drowning of a boy she knew in the community she viewed the pool as a dangerous place. Reluctantly she would dip her feet into the pool and the lifeguards and camp staff played games with her. She would sit on the steps with a life jacket on, but still wouldn't leave the steps of the shallow end. After some time and with encouragement from her counselors she would allowed a lifeguard to take her around the shallow end. After that you could find Limayri near the wall of the pool clutching on to her vest with both hands and bobbing in the water with a scared look in her eyes but a huge smile on her face. By the end of summer she was swimming in the shallow end without a life jacket, practicing for the swim test. She is now a better and more experienced swimmer than her 9 year old sister. She is attending Y after school in Indiantown and can't wait for next summer to take the next level of swim lessons and pass the swim test.

Social Responsibility

Our Branch Executive Director, Elisha Stoecklin received this letter of compliment for one of our Flag Football Coaches. "Elisha I wanted to reach out to you to compliment on of your Flag Football Coaches, J.D. Lewis, IV. His high energy, Positive motivation and non-stop encouragement throughout our sons practice and games are commendable. This is the first team sport our son has enjoyed, looks forward to, and is motivated to improve. Coach J.D, teaches the kids not only skills they need to win, but healthy competition and good sportsmanship. He's an asset to the YMCA of the Treasure Coast, and we're happy to have him as our son's coach! Sincerely, Sandra O'Brien." J.D. has been a coach at the Y for past two years. He is loved by all of his teams and it a great example of the many wonderful coaches that we a fortunate enough to have volunteer their time at the Y.

"That just made my week! Volunteers at the Y do what they do because they have kids and want to be involved, they just love being around kids and teaching them, or both. I grew up playing sports and I can attribute a lot of my core character traits to being involved in sport all my life. I still remember those moments I lacked confidence but then, with the right encouragement, I did something I thought was beyond my capabilities like run coast to coast for a touchdown or make that game winning catch. There is no better feeling, as a coach, than seeing one of your kids have THAT moment on the field that you know will both shape their character and give them the confidence to keep pushing and get better. It really is fun for me... coaching your kids and trying to get them to benefit from sports like I did...and to actually see it happen makes me feel like I'm doing good. "



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Thank You Samples

The following is a list of donor thank-you ideas. It is important to note that meaningful cultivation is often found in the informal touches throughout the year.

- Make the note about the give. Give details about what services will be provided with the donation.
- Keep a generic version on your computer that can be personalized quickly.
- Keep the tone personal.
- Very large donations deserve a phone call or a personal visit.
- Think of your donors and be creative!

Samples:

Dear Jane and John,

I want to express my appreciation for your generosity in supporting the 2012 Y Community Support Campaign. Your assistance means so much to me but even more to the families that will benefit from your generosity. Thank you from all of us.

Sincerely,

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Dear Jane,

I so appreciate your contribution to the 2012 Y Community Support Campaign. You truly did a wonderful thing. Your generosity will directly benefit children and their families in our community.

If you ever need me to help with a charitable cause of your own, please let me return the favor, Again, thanks so much for all you've done for the Y.

Sincerely,

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Dear John,

Thank you for your very kind donation. 100% of your donation will go towards supporting positive, value-based programs for children and families. You're making a difference!

Thanks again for your kindness,

TOGETHER WE CAN BUILD A BETTER US

- No one is turned away because of inability to pay: over \$270,000 in financial assistance provided to more than 900 individuals
- Over 60 high school student participated in our Youth in Government Program.
- We have 50 children participating in our YReads! Program that helps children to read on grade level afterschool at NO COST to them.
- Improving the health of our community: Over 50 fitness classes offered free to members
- Two community preschools: Over 1500 children attended preschool, 1 in 3 children receive financial assistance to attend preschool.
- Over 250 children are cared for afterschool at the Y. They participate in Sports, Reading , STEM and art activities. Studies have shown that success afterschool leads to success in school.
- Staying physically and intellectually healthy during the summer: over 1,100 children attend summer camp, 1 in 4 children receive financial assistance to attend summer camp.
- The Y provided swim lessons and water safety education to low-income and underserved neighborhoods: 346 children and their families were given swim lessons and water safety training at no cost to them.

Making the ask 101:

1. **Make your game plan**-Who are you asking? What do you want to ask for?
(The rule of thumb is to ask for the same amount that you are giving.)
2. **Make your introduction**-Identify your role in the campaign.
3. **Make a transition**-Engage in open conversation to find their interest.
4. **Make the connection**-Connect their interest to a Y program
5. **Make the case**-Tell them a Y story that fits their interest
6. **Make the ASK!!**-Give them a specific dollar value. Be patient and let them respond to you.
7. **Overcome the objection**-No doesn't always mean no.
8. **Thank the donor!**