THANK YOU FOR VOLUNTEERING!

Without your personal story, participation and time, we could not conduct a successful Annual Campaign. We thank you for helping us build relationships in our community, for your willingness to share stories and open our doors to everyone regardless of their ability to pay. Your contributions of time, talents and treasures are greatly appreciated.
ABOUT THE YMCA OF GREATER LOUISVILLE

The mission of the YMCA is to put Christian principles into practice through programs that build healthy spirit, mind and body for all.

The most important words in that mission are the last two, for all. The YMCA is for everyone regardless of age, race, religion or financial situation.

The YMCA is a nonprofit, designated as a 501 (c) (3) organization by the IRS. The Y is the leading nonprofit committed to strengthening community by connecting all people to their potential, purpose and each other. The Y’s areas of impact are Youth Development, Healthy Living and Social Responsibility.

At the Y, we believe that lasting personal and social change happens when we all work together. Every day, we work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background has the opportunity to be healthy, confident, connected and secure.

WHAT IS THE Y’S ANNUAL CAMPAIGN?

Each year, the YMCA of Greater Louisville conducts its Annual Campaign to help make our mission a reality by allowing all that wish, to have access to Y programs and services.

For decades, our Y has pledged to turn no one away from its programs and services due to their inability to pay the regular fees for those activities. One way our YMCA honors that pledge is with the charitable support raised from our members and our community.

In the past year, our YMCA has provided more than $6.5 million in scholarships and fee subsidies for its programs/services to over 19,000 individuals in YMCA community.

HOW IT WORKS?

The YMCA Annual Campaign is a coordinated, community-wide effort across all our YMCA branches and service sites. There are over 500 YMCA Campaign Volunteers, just like you, engaged in this campaign across the community.

When you give to the Y, you are providing children, teens, adults and families in our community the opportunity to learn, grow and thrive. Without the financial support of our donors through the Annual Campaign, we could not fulfill our mission that the Y is available ...FOR ALL.
GET TO KNOW US.

2018 Community Impact Report

People We Serve

Facility Members
72,239

Infant, Toddler, Preschool & SACC
9,945

Summer Day Camp
6,134

Swim Lessons
9,121

Camp Piomingo
1,101

Working As A Team

Total Volunteers
2,812

Program Volunteers
2,504

Policy Making Volunteers
311

Full-Time Staff
300

Part-Time Staff
2,043

Total Donors
7,463

ymcacomunityimpact.org
EXAMPLES OF HOW YOUR CONTRIBUTIONS HELP PEOPLE IN OUR COMMUNITY.

Over 1,000 kids learned life-saving skills in swim lessons and the Safety Around Water program.

Over 800 youth benefited from the safety, shelter and support of Safe Place Services.

Over 2,100 children received homework help and structured recreation in School-Age Child Care.

Over 1,000 children gained knowledge in the Y’s Summer Learning Program.

LIVESTRONG® at the YMCA helped over 300 cancer survivors build strength and confidence.

Over 100 immigrant youth received tutoring at the YMCA Newcomer Academy Program.

Over 200 kids experienced nature in the rustic setting of YMCA Camp Plomingo.

Nearly 1,400 youth experienced safe and fun activities during YMCA Summer Day Camps.

Over 500 youth learned skills, made friends and had fun in Youth Sports Programs.

Over 200 children were equipped with the skills for life-long learning in our Child Development Centers.

Nearly 11,000 members accessed health and fitness services in pursuit of their personal health goals.

Over 450 students pursued higher education and career goals in the Black Achiever’s program.
IMPORTANT CAMPAIGN INFORMATION

CAMPAIGN GOAL

<table>
<thead>
<tr>
<th>Association Goal</th>
<th>Branch Goal</th>
<th>Team Goal</th>
<th>My Personal Goal</th>
</tr>
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<tbody>
<tr>
<td>$________________</td>
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</table>

MY BRANCH CAMPAIGN CONTACTS

<table>
<thead>
<tr>
<th>Branch Leaders</th>
<th>Name</th>
<th>Email/Phone Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign Chair</td>
<td></td>
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<tr>
<td>Branch Executive</td>
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<tr>
<td>Campaign Coordinator</td>
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</table>

Volunteer Leader & Teammates

______________________________________________
___________________________________________________________
______________________________________________
___________________________________________________________
______________________________________________
___________________________________________________________

Other Key YMCA Staff

______________________________________________
___________________________________________________________
______________________________________________
___________________________________________________________
______________________________________________
___________________________________________________________

Phone and/or Email Contact Information
CAMPAIGNER RESPONSIBILITIES

1. Make your own pledge before asking others:
   After making a personal gift, it is much easier to ask someone else to do the same. A Campaigner’s pledge demonstrates commitment and belief in the YMCA.

2. Attend Campaigner training:
   This session is designed to help Volunteer Campaigners feel comfortable asking people to support children, adults and families in need through YMCA programs and services.

3. Complete your Campaign Workbook:
   Fill in the details of your campaign planning and worksheets to help plan your activities and increase the impact of your campaign effort.

4. Attend the Campaign Kickoff on February 18:
   Meet other volunteers, learn more about YMCA programs, be inspired to do your campaign work and have fun.

5. Campaign: Make personal calls on cleared/assigned prospects telling the YMCA story and asking for a contribution to the campaign.

6. Fill out donor forms accurately and completely:
   The information you secure on the donor forms allows us to properly acknowledge the gift and thank the donor.

7. Turn in donor forms each week:
   Bring donor forms for those who have donated and those who have declined to give back to your YMCA.

8. Attend victory celebration:
   The victory celebration is a time to thank volunteers for their commitment and hard work, as well as a way to celebrate the lives that will benefit from a successful campaign.

COUNTING DOWN THE TOP REASONS INDIVIDUALS GIVE TO CHARITIES

#5 They respect you, the person asking them.
#4 They believe in the mission and future direction of the charity.
#3 They have received assistance in the past and now want to “give back.”
#2 They have a personal involvement with the charity.
#1 BECAUSE THEY WERE ASKED!

FINDINGS FROM RECENT RESEARCH WITH YMCA DONORS

1. Many donors have a poor understanding of how their gifts are used and the Y’s community impact.
2. Donors would likely give more, if they better understood how their gifts are used.
3. Donors indicated they have the capacity to make larger gifts, if they were asked.
4. YMCA CAMPAIGNERS need to ask donors for larger gifts.
GET TO KNOW OUR CASES FOR SUPPORT

EXAMPLE CASE FOR SUPPORT

<table>
<thead>
<tr>
<th>Program/Activity responding to a</th>
<th>Safety Around Water</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting data</td>
<td></td>
</tr>
<tr>
<td>• Drowning is the 2nd leading cause of death for kids ages 5-14</td>
<td></td>
</tr>
<tr>
<td>• 88% of kids who drown do so under adult supervision</td>
<td></td>
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<tr>
<td>Evidence of progress</td>
<td></td>
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<tr>
<td>• Drowning is preventable</td>
<td></td>
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<tr>
<td>• 100% of children who attended at least five classes showed an increase in their swimming skills</td>
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<tr>
<td>• 48% of the 1,015 unique children who participated were able to jump in and swim at least five feet unassisted and without flotation.</td>
<td></td>
</tr>
<tr>
<td>Examples of gift impact</td>
<td></td>
</tr>
<tr>
<td>• Would you join me and help save a child’s life with a gift of $50?</td>
<td></td>
</tr>
<tr>
<td>• Would you consider support a summer session of our Safety Around Water program? A pledge of $1,000 would do just that.</td>
<td></td>
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</tbody>
</table>
## GET TO KNOW OUR CASES FOR SUPPORT

### Branch: ______________

<table>
<thead>
<tr>
<th>Program/Activity responding to a community need</th>
<th>CASE 1</th>
<th>CASE 2</th>
<th>CASE 3</th>
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<tbody>
<tr>
<td>Supporting data</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Evidence of progress</td>
<td>•</td>
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<tr>
<td>Examples of gift impact</td>
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</table>
The #1 reason people do not give is because they are not asked.
### CAMPAIGN PLANNING/TRACKING

<table>
<thead>
<tr>
<th>Prospective Donors</th>
<th>Last Year’s Gift</th>
<th>This Year’s Target</th>
<th>Method of Ask/Solicit</th>
<th>Case for Support</th>
<th>This Year’s Gift/Pledge</th>
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### My Campaign Goal: _______________________

<table>
<thead>
<tr>
<th>Weekly Progress</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
<th>Total</th>
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<tr>
<td># of Asks</td>
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<td># of Gifts/ Pledges</td>
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<td>$ Sum of Gifts/ Pledges</td>
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<tr>
<td>% of my Campaign Goal</td>
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Be sure to turn in your gifts/pledges each week.
CAMPAIGNER GUIDELINES FOR A BEST PRACTICE “ASKS”

1. Use a specific case for support with every contribution request.
2. Ask for the benefit a specific gift amount provides.
   a. Ask new donors for a gift amount based on the case for support presented.
   b. Ask renewing donors for an increased gift amount.
3. Complete the Donor Form. Confirm donor contact information, gift amount, payment method and expected payment date for all requests.

BUILDING YOUR CAMPAIGNER SCRIPT

1. INTRODUCE YOURSELF

“Hi, (prospective donor name), I’m (your name). As you may know, I’m a donor and volunteer with the YMCA Annual Campaign. Thanks for taking the time to talk with me about the great impact of the YMCA in our community.”

“I’m a volunteer in the Y Campaign because” (tell about your Y involvement, as appropriate)

“Do you have any experiences with the YMCA?”

· If “Yes”...”Tell me about your experience with the Y.”

(Respond appropriately to the experiences related with positive statements about the Y’s values.)

· If “No”...”Are you familiar with all the work that the Y does in our community?”

(Wait for response and respond appropriately.)

2. SELECT A CASE BASED ON THE DONOR’S EXPERIENCE OR YOUR PASSIONS. Refer to “Get to know your Cases for Support” worksheet.

3. MAKE THE ASK–Examples & Script

   A) “You mentioned that your kids learned to swim at the Y. Mine did too. Learning safety around water is so important for kids. Did you know that drowning is the second-leading cause of death for children under 14 y.o.? I made my gift to help make swim lessons available to all kids. Would you be willing to join me and help another child learn to swim? A $50 gift could do that.”
BUILDING YOUR CAMPAIGNER SCRIPT – continued

B) “You were generous last year with a gift of $650 to send a kid to camp. Over 200 kids went to YMCA Camp Piomingo last summer with help from people like you. This year, would you consider sending two kids for a week long opportunity to gain self-confidence and make new friends? Your gift of $1,300 could make that happen. You could even spread it out over multiple payments until year-end.”

C) “I’m helping my YMCA raise money for ____________________________ that will/can ____________________________. I believe this program makes a significant impact in our community. In fact, we know that this program can/will ____________________________. Would you consider joining me in support of the Y by helping ____________________________ with a gift of ____________________________?“

(ask for a specific $ amount)

(Be quiet and wait for the donor to respond...then proceed appropriately.)

4. THANK DONOR AND CONFIRM CONTACT INFO, THE GIFT/PLEDGE AMOUNT, PAYMENT METHOD AND SCHEDULE.

“Thank you so much. You’ll receive an acknowledgement for your gift/pledge of $_________ from the Y in the very near future.”

“Let me make sure I have your correct contact information.”

(Confirm or adjust contact information, as necessary.)

“Would you prefer to pay your gift in full or on some other basis?” When would you like to be reminded to pay your pledge?”

(Record donor’s expected payment method and payment schedule. If not recorded, the donor will be invoiced for the full amount within 30 days.)

“Thanks again. The YMCA really appreciates your generous support...as so do I.”

(Be sure to check the Frequently Asked Questions at the back of your workbook to help you respond to questions from prospective donors.)
KEYS TO SUCCESS

Make your gift first.

This is the most important thing a Campaign Volunteer can do to be successful. It is difficult for you to ask others to make a commitment to the Y before making your own commitment.

Know the Y and its programs.

Campaign volunteers that understand the impact of the Y on individuals, families and the community will be successful in their campaign roles. Before you begin, take the time to review the stories in the YMCA Community Impact Report and, the branch story in your branch campaign brochure. Getting to know how our Y strengthens our community is a key to communicating the benefit to potential donors.

Review info in this guide.

Learn the information presented at the training and the kickoff. Be able to describe the Y and how individuals and the community benefit from YMCA programs. Understand donor payment options and most importantly, tell what the Y means to you.

Visit YMCA programs.

Get to know the programs first hand. Meet with YMCA program staff and ask questions.

Know/learn about your prospects.

Each potential donor will have a different connection to the YMCA. They may have taken swim lessons as a kid, or gone to camp. Their kids may play in our seasonal youth sports leagues. They may use the Y facilities to get or stay healthy now. Regardless, you need to know their connection in order to find the Y program or service with which they will most relate and hopefully, support with a contribution.

Plan your approach.

Judge in advance why the prospect would wish to give and what would motivate him or her to make the largest gift possible. What things about the YMCA, its programs, and impact on the community will appeal most to the prospect? Consider the prospect’s giving capacity. What size gift should be solicited? Would a lump sum or installments be more convenient?

See every prospect personally.

The most successful way to campaign is face-to-face. By treating every visit as a major event, a campaigner will secure the maximum pledge. Statistics show that a carefully done mail campaign has less than a 1% response; telephoning is a little better at 5%; campaigning fact-to-face, however, has a 75% response.

Share a Y story.

Giving is largely a matter of education and connection. Your enthusiasm is contagious. Use your Y story or the stories of others to connect to a prospective donor and demonstrate how our Y positively impacts people and the community. Explain that their gift will provide a specific benefit or opportunity for another child, adult or family. By appealing to the interest of the potential donor, it is more likely that you will receive a positive response when asking for a contribution.

Aim high; be specific.

When the time is right, ask for a specific gift amount, based on the benefit it will provide. Talk about impact rather than dollars. Focus on what those dollars will do for people. If the person has donated in the past, encourage them to significantly increase or even double their previous year’s gift. A $300 gift last year may have the potential to be $600 or more this year, allowing the Y to expand services to more children and families in our community.

Emphasize pledging.

The advantages are obvious. Most people can give more over a period of time than at any given moment. Four payments of $250 make a very generous gift of $1,000.

Ask about matching gifts.

Ask the donor if his/her employer has a matching gifts program. Many will match a gift if asked. It is an easy way to double your success. The donor may request the matching gift form from his/her company.

Suggest a gift of stock

For some individuals, gifts of appreciated securities such as stocks, mutual funds and bonds can provide attractive benefits, including avoidance of capital gains taxes and charitable deductions.

Never leave the donor form.

If you cannot get a decision on the first visit, take the form with you when you leave. Tell the person you’ll call back on a specific date. Feel free to leave a campaign brochure.

Close each connection with gratitude.

Always thank your prospects for their time, regardless of whether you secure a gift or pledge.
THE DONOR FORM

The donor form is critical to the campaign. Every effort is made to ensure there is only one form per prospect to protect him or her from being called more than once. Volunteer campaigners may request a certain person’s form but should not call anyone without obtaining a donor form first.

STEP 1. Donor Information
Verify the donor’s name, address, phone numbers and email address.

Renewal forms will include giving history and Soft Credits that recognize a donor for a gift they did not make personally, but to which they were connected, i.e. company gift.

STEP 2. My Donation
Verify and record the donor’s gift/pledge amount.

Please confirm and record donor’s preferred payment schedule and date they wish to be invoiced.

STEP 3. Payment Method
Invoice based on preferences on preferred schedule in step 2. Pay now with cash or check.

For credit card charges, donors may make their gift online or be contacted by staff to obtain payment information. Use this reminder card for follow up:

THANK YOU FOR YOUR SUPPORT
To give a gift to the YMCA using your credit card, visit YMCAofLouisville.org
Click ONE TO THE Y. Then Click "Online Gift Form."
Select the branch listed below and enter the campaign’s name.
Enrollment Amount $ ___________________________

Get the donor’s signature to emphasize their commitment.

STEP 4. Donor Preferences
Donors may designate their gift to specific programs or greatest need.

If the donor’s preferred recognition name is different from the donor information, please indicate here.

- Return all completed donor forms and any cash or checks to your branch promptly.
- If you are unable to contact a prospect, return the card as soon as possible to your branch so someone else may have a chance to make contact.
FREQUENTLY ASKED QUESTIONS

Is the YMCA a charitable organization?

Yes. The YMCA of Greater Louisville is a not-for-profit organization classified by the Internal Revenue Services as a 501(c)(3) corporation. Based on that designation, all contributions to the YMCA are considered tax-deductible. The YMCA of Greater Louisville is reviewed annually and maintains an Accredited Charity designation by the Better Business Bureau.

What is the difference between a health club and the YMCA?

The YMCA has a purpose and philosophy built into its programs, recognizing that there is more to achieving good health than just strengthening muscles. Our mission is an essential component of every YMCA program. We focus on character development, demonstrating Christian principles through the core values of caring, honesty, respect and responsibility. Moreover, the YMCA is an inclusive organization and turns no one away because of race, religion, gender, physical ability or inability to pay.

Why should I contribute when I already pay dues as a member?

Your membership dues cover the cost of your facility or program membership but do not support the additional cost of our scholarships to reach out into the community and help those in need. Access for all is possible only through the additional funds we raise from Y friends and members like you who want to help others.

Do contributors receive special membership privileges?

Donors receive recognition as YMCA supporters, and their gifts will quality as charitable deductions under the guidelines of the Internal Revenue Service. However, contributors do not receive any special membership or program privileges because of their charitable contribution.

How much of what is contributed stays in the community?

All contributed dollars are used for programs and services in the communities served by the YMCA of Greater Louisville. Our Y prides itself in keeping our administrative and fundraising expense at about 12%, well below the standards for accredited charitable organizations.

Who contributes to the YMCA?

More than 7,000 individuals, businesses, foundations and civic groups contribute funds each year to further the community impact of our YMCA.

Doesn’t the YMCA already receive additional funding from the Metro United Way?

The Metro United Way is a valued supporter of the YMCA, however, it currently contributes less than 1% of our budget. Metro United Way encourages the Y to solicit money from its friends and members to increase its services to the community.

Who decides how contributions are used?

The YMCA is a volunteer-driven, volunteer-led community service organization. It is governed by a board of directors from the community who serve out of dedication to the mission and purpose of the YMCA.

Volunteer board members approve the YMCA’s annual operating budget and regularly monitor revenues and expenses over the course of each fiscal year.

What are my payment options?

The YMCA is pleased to handle contributions in any manner the donor wishes. The donor form is used to indicate which billing arrangements are most convenient. The donor may wish to spread payment of their contribution over the year; monthly, quarterly or semi-annually. Most credit cards are accepted and bank drafts can also be arranged.

Can I make a gift online?

If a donor wants to make a gift online, please direct the person to ymcalouisville.org where he or she will find further direction.

Will the Y accept an in-kind gift?

Yes. The needs of the YMCA are not just monetary. YMCA programs also benefit from contributions of equipment such as computers, video equipment and tools. The fair market value of donated items is tax-deductible. However, the value of in-kind contributions does not count in the Annual Campaign totals.
ANNUAL CAMPAIGN RESOURCES

Each year, the YMCA of Greater Louisville conducts its Annual Campaign to make our mission a reality by allowing all that wish, to have access to Y programs and services.

Without the personal stories, participation and time of our volunteers, the YMCA could not conduct a successful Annual Campaign. Thank you for volunteering!

RESOURCES

- Ask Examples (PDF)
- Planning a Solicitation Visit (PDF)
- Annual Campaign CRT Donor Recognition Banner (PDF)
- YMCA Programs Overview (PDF)
- Everyday Hero Links (PDF)
- Campaigner Registration Links (PDF)
- Annual Campaign Social Media Images
- Stories of Impact

IMPORTANT DATES TO REMEMBER:
Jan. 27-Feb. 12, 2020: Campaigner Trainings
January 31, 2020: Campaigners Recruited
February 18, 2020: Annual Campaign Kickoff
March 27, 2020: Annual Campaign ends
2020
ANNUAL CAMPAIGN KICKOFF
YMCA of Greater Louisville

You are cordially invited to join us for our Annual Campaign Kickoff Celebration

Tuesday, February 18 • 6:30 p.m. - 9:00 p.m.

RSVP by February 12 at ymcalouisville.org/rsvp.html

Louisville Marriott East
1903 Embassy Square Boulevard

Business casual attire. Vegan, vegetarian and gluten-free meals available by request.

Questions? Call Lesley at 502.582.2383.