



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA OF VINCENNES ANNUAL CAMPAIGN CLINIC



REACHING OUR COMMUNITY

Welcome to the YMCA of Vincennes 2020 Annual Campaign!

Let's each introduce ourselves
and relate to each other what
our first Y experience was.



WHO IS THE Y?

The YMCA of Vincennes is more than just a gym, a pool, or a place for fitness. YMCA members experience a sense of belonging that can't be found anywhere else!

We have always focused on:

Youth Development

Healthy Living

Social Responsibility



OUR MISSION:

**TO PUT CHRISTIAN PRINCIPLES
INTO PRACTICE THROUGH
PROGRAMS THAT BUILD
HEALTH SPIRIT, MIND, AND
BODY FOR ALL.**

THE YMCA OF VINCENNES



WHY DO WE FUNDRAISE?

TWO VERY IMPORTANT
WORDS....

FOR ALL!



WHERE DOES OUR MONEY GO?



MEMBERSHIP & PROGRAM FEES

- Member Services
- Facilities and Operations
- Equipment and Supplies
- Management and Training
- Building Maintenance

CONTRIBUTED FUNDS

- Direct Financial Assistance for memberships
- Direct Financial Assistance for youth programs
- Non-revenue generating programs like 3rd Grade Water Safety.

Our Causes By the Numbers

- In 2019, 156 kids stay active both indoors and out through play, fitness and education in our Summer Camp. 96 Kids have a safe place for after school every day.
- Each year 250 3rd graders participate in FREE water safety class.
- Over 77,400 low cost rides given to locals through VanGo.
- 8,779 affordable breakfasts, over 20,000 lunches, and 5,778 snack served to our 60+ senior community at the Bettye J. McCormick Senior Center.





GIVE FOR A BETTER US



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2020 Annual Campaign
The YMCA of Vincennes

REACHING OUR COMMUNITY

YMCA ANNUAL CAMPAIGN

A community fundraising activity that supports our commitment to turn no one away and to ensure that the YMCA of Vincennes is **FOR ALL!**



CAMPAIGNERS

Over 60 volunteer campaigners are needed each year, including YMCA Staff, Board campaigners, and members.





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**\$100,000
GOAL**

THE Y.™ FOR A BETTER US.™

YMCA OF VINCENNES

2020 ANNUAL CAMPAIGN



90 %

80 %

70 %

60 %

50 %

40 %

30 %

20 %

10 %



YOUR ANNUAL CAMPAIGN ROLE



AS A CAMPAIGN VOLUNTEER

- **GIVE:** Make your gift first.
- **LEARN:** Know the Y and your prospect list.
- **IDENTIFY AND PLAN:** Identify donors and plan your approach.
- **SHARE:** Share why you are volunteering and Y's impact on the community.
- **ASK:** Secure donations.
- **TURN IN:** Return your filled out pledge cards to the YMCA of Vincennes
- **THANK:** Thank all of your prospects.



WHO TO ASK



YMCA
Members



Past
Donors



Family



Friends



Your
Neighbor



Co-
Workers



Local
Business
Owners

The #1 reason people do not give is because they are not asked.

PREPARING TO ASK



Know your role and purpose

- *Tell the YMCA's Story.
- *Report Back to your team leader.



Know the Y

- *Understand the impact and the role that the YMCA plays in our community.
- *Visit and or participate in YMCA Programs.



Familiarize yourself with your Campaign Materials

- *Review your campaign brochures and folder.



Know your prospects

- *Review your pledge cards.
- *Know their connection to our YMCA.
- *Know the ways they can donate. (our app, website, on-location)



HOW TO ASK

- Describe your campaign involvement and share a personal YMCA story.
- Ask your prospect about their own Y involvement.
- Use the information gained while listening to personalize each request.
- Ask for a gift in terms of the benefit the gift provides.



WAYS TO COMMUNICATE



Face to Face



Email



By Phone



Social Media



Website

MOTIVATION TO GIVE

Data plays an important role in educating your audience, but ultimately, donors are motivated to give when they connect emotionally with your mission. That's why sharing stories is so powerful in fundraising. But if you really want to deepen your connection with your supporters, you can take things to the next level by getting them to share back.

Whether you educate them about your larger cause, inspire them through an individual beneficiary's story, or share your own staff's connections to your mission, pair your asks with content that is valuable for both your supporters and prospective donors.

CONVERSATION STARTERS

Use open ended questions to start a conversation.

Examples:

- **What activities do you/your family enjoy at the Y?**
- **What are your memorable Y experiences?**
- **What do you know about the community impact of our Y?**
- **If you are not familiar with the Y, what interests you the most about the Y?**

EXAMPLE ASK

“You mentioned your kids really enjoyed playing basketball at the Y. Would you be willing to allow another child, who might otherwise not be able to play, to participate and play next season? A \$55 donation would do that.”

React accordingly to their response....



TIPS AND KEYS TO SUCCESS

When asking for donations in person, keep these tips in mind:

- Do research beforehand.
- Form a strong relationship before you make your ask.
- Meet them where they are.
- Practice your pitch.
- Communicate in a variety of ways.
- Be genuine, direct, and specific.
- Be prepared for rejections.
- Say thank you more than once.



TOOLS TO HELP

Your Campaigner Folder will have everything you need....

- Annual Campaign Brochures**
- Our Cause by numbers Sheet**
- Donation Envelopes**
- Thank You Cards**
- Donor Window Clings**
- A Current Program Booklet**
- Sample Pledge Card**
- Links to Online Giving and our social media sites**
- Campaign Co-Chairs and YMCA Staff**
- Campaign Calendar**



JOIN US AT OUR VICTORY CELEBRATION!

Thursday, April 30th, 2020

Time and Location to be determined.

As always if you have any questions don't hesitate to contact me.

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The YMCA of Vincennes
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