



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

MISSION ZACTION

YMCA OF THE FOX CITIES

2025 Campaign Handbook

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INTRODUCTION

THANK YOU

Thank you for your time and effort supporting the YMCA of the Fox Cities' 2025 Mission in Action Campaign (formerly known as Annual Campaign). Together, we can work with one another to strengthen the foundations of our community through the Y's focus on youth development, healthy living and social responsibility.

THE MISSION IN ACTION CAMPAIGN

The Mission in Action Campaign provides critical funding to support our programs, services and financial assistance. Dedicated staff and volunteers work collaboratively on the campaign to secure charitable donations from individuals, companies, foundations and other community organizations. Last year, our Mission in Action Campaign provided support to thousands of families across our community. With the generous support of volunteers and staff like you, we are creating opportunities for all.



CAMPAIGN IMPACT

Your support of the Mission in Action Campaign makes it possible for the Y to ensure that no one is turned away due to an inability to afford a membership or access to a program. Each year, the campaign supports thousands of youth, families, and individuals across the Fox Cities through services that help people learn, grow, and thrive. Most importantly, by sharing the Y's story, you are advancing the mission and cause of our organization.

CAMPAIGN HANDBOOK & RESOURCES

We hope that the materials in this manual and the support you receive from Y staff will give you the tools necessary to successfully meet or exceed your fundraising goals.

Find more resources at ymcafoxcities.org/ymca-campaign-resources or scan the code below.



CAMPAIGN OVERVIEW

ABOUT THE Y

The Y is a powerful association of people joined together by a shared commitment to nurturing the potential of kids, promoting healthy living, and fostering a sense of social responsibility. 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 neighbors.

OUR MISSION

To put Christian principles into practice by promoting youth, adult and family activities that build a healthy spirit, mind and body for all.

ROLE OF THE MISSION IN ACTION CAMPAIGN

At the Y, we believe we have something special – a sense of community– and that everyone should have access to programs, membership and services that help us reach our full potential. While we strive to keep our value-based programs and associated fees affordable, we know that during difficult times some individuals and families need assistance. Each year, through the Mission in Action Campaign, generous donors provide the financial resources that make it possible for the Y to ensure no one is turned away based on their ability to pay.



WHO IT HELPS

100% of the Mission in Action Campaign contributions help strengthen children, families, and adults throughout our community. The campaign makes it possible for children, families, seniors, and neighbors to benefit from Y programs and memberships, regardless of their financial circumstances.

CAMPAIGN GOALS & TIMELINE

CAMPAIGN GOALS	
Apple Creek YMCA	\$58,770
Appleton YMCA	\$144,998
Association	\$548,733
Camp Nan-A-Bo-Sho	\$19,751
Fox West YMCA	\$64,283
Heart of the Valley YMCA	\$86,292
Neenah-Menasha YMCA	\$209,120
Ogden YMCA & Valley Tennis Center	\$21,205
TOTAL AMBASSADOR CAMPAIGN GOAL	\$1,153,152
Board Goal	\$158,000
Staff Goal	\$126,750
OVERALL CAMPAIGN GOAL	\$1,437,902

CAMPAIGN TIMELINE

Staff Campaign	January-February
Board Campaign	January-February
Training & Launch	February 27
Day of Giving	May 6
Ambassador Phase Conclusion	May 30
Giving Tuesday	December 2

CAMPAIGN CONTACTS

Branch Staff Leaders

Apple Creek YMCA

Heidi Erickson, District Executive Director
Sarah Mall-Pavich, Branch Executive Assistant

Appleton YMCA

Tom Wendt, District Executive Director
Melanie Fillyaw, Branch Executive Assistant

Fox West YMCA

Heidi Erickson, District Executive Director
Sarah Mall-Pavich, Branch Executive Assistant

Heart of the Valley YMCA

Brenda Johnson, Executive Director
Mary Chapin, Branch Executive Assistant

Neenah-Menasha YMCA

Scott Schanhofer, District Executive Director
Julie Swiecichowski, Branch Executive Assistant

Ogden YMCA & Valley Tennis Center

Kirsten Rice, Operations Director



Corporate Team Leaders

Bret Salscheider, President/CEO

Jan Davey, Vice President Resource Development

Matt Harper, Resource Development Director

Kirk Fishel, Resource Development Coordinator

Amy Carpenter, Resource Development Analyst

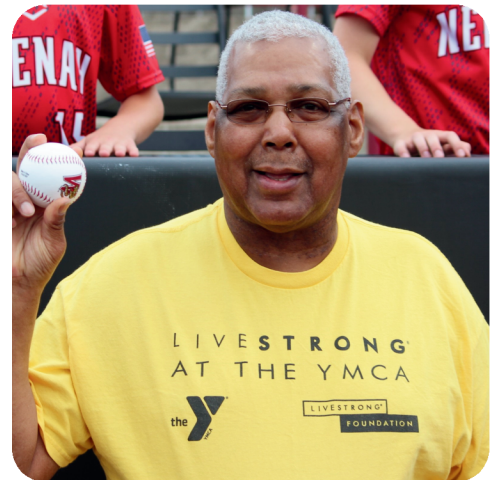
KEYS TO SUCCESS

VISIT YMCA PROGRAMS

Witness firsthand the Y's mission and programs funded by the Mission in Action Campaign. Talk to staff and ask questions. It will be easier to tell others about the programs when you can share a personal experience.

MEET PROSPECTIVE DONORS FACE-TO-FACE

People give to people. It takes time to ask face-to-face, but it is far more effective and rewarding than asking by phone, email or social media. By making time for a personal visit, you demonstrate a genuine interest in a prospective donor. It's also important to discover what motivates each donor to give. By appealing to their particular interest, you are more likely to secure a favorable response and a larger gift.



SHARE THE YMCA STORY

Communicate the story and the case for support with enthusiasm and passion! Share your Y story, or the stories of others, to highlight community needs and the benefits their gift will provide. Use the materials provided to help you tell the story effectively.

AIM HIGH, BE SPECIFIC

When the time is right, ask for a specific amount and focus on services: 'Will you help send a child to spend a week at Camp Nan A Bo Sho, where they will have the opportunity to grow?' If the person has donated in the past, encourage an increase in this year's gift: 'Thank you for last year's gift of \$100. Would you consider sending a child to a week of summer camp for \$150 this year?' The number one reason people don't give is that they are not asked!

ASK ABOUT MATCHING GIFTS

Ask the donor if his or her employer has a matching gifts program. If so, be sure to contact your YMCA branch contact and they will follow up with them. In order for a gift to be matched, payment must be made to the YMCA of the Fox Cities. Employers will confirm their employee's pledge is paid and is going to a 501(c)(3) charity.

YOUR ROLE AS A VOLUNTEER

1. MAKE YOUR OWN PLEDGE FIRST

After making a personal gift, it is much easier to ask someone else to join you to do the same. A campaigner's pledge demonstrates commitment and belief in the YMCA.

2. ATTEND CAMPAIGN EVENTS

Be active in campaign training sessions, kickoff events and campaign meetings. You'll meet other campaigners, learn more about Y programs, receive important campaign tools and information, and celebrate success by hearing from individuals whose lives you are helping change.

3. VISIT YMCA PROGRAMS

Witness firsthand the Y's mission and programs funded by the Mission in Action Campaign. Talk to staff and ask questions. It will be easier to tell others about the programs when you can share a personal experience.

4. KNOW WHAT YOU ARE DOING & WHY

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

5. ONLY ASK PEOPLE IF YOU HAVE THEIR PLEDGE CARD

Assigning campaigners to donors ensures that an individual is only contacted by one volunteer. Contact the Resource Development team or Executive Director if you would like to add someone to your list.

6. PERSONALLY VISIT YOUR PROSPECTS

People give to people. It takes time to ask face-to-face, but it is far more effective and rewarding than asking by phone, email or social media. By making time for a personal visit, you demonstrate a genuine interest in the donor. It's also important to discover what motivates each donor to give. By appealing to their particular interest, you are more likely to secure a favorable response and larger gift.

7. ASK YOUR BEST PROSPECT & LAST YEAR'S DONORS FIRST

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

8. ONCE A PLEDGE IS MADE

Confirm the pledge, verify contact information and thank the donor. Turn in pledge cards promptly and communicate any obstacles to the Resource Development team or Executive Director.

9. MAKE FRIENDS FOR THE YMCA

Not everyone will choose to give, but you shared the great work the Y does in our community. Thank the prospect or previous donors for their time and considerations.

10. PERSONALLY THANK YOUR DONORS

Always follow up with a personal thank you note. Donors feel very passionate about their charitable giving, and often have a personal connection to the Y. In your note, try to recreate the feeling the donor had when making the gift.

MAKING A REQUEST FOR SUPPORT

Relationship-based fundraising is the best way to raise funds for any cause. Personal contact allows you to present, express your need, your passions and invite them to participate in the campaign to make a difference in their community.

1. OPEN

This is a great opportunity to ask how they're doing. Ask questions about their family, career or anything to get the conversation flowing. It is important to show that you care about them as a person to strengthen the relationship.

2. PRESENT

Transition the conversation by explaining your reason for reaching out. Present the campaign by using the materials. Highlight areas that you may think are important to the potential donor. This is also a great opportunity to discuss what the Y means to you.

3. REQUEST

After reviewing the campaign materials, discussing the campaign's needs, and answering questions, invite the person to financially support the campaign. Present this as an invitation and an opportunity to join you in supporting the campaign's vision. Be sure to clearly state their specific ask amount!

"Mary, your gift to the Y's Mission in Action Campaign can make life-changing differences for people in our communities. Would you consider making a gift of \$ _____ to provide opportunities for those who need them in our community?"

4. WAIT

After making the request pause and wait for the person to respond. It is important to let them speak first.

5. RESPOND

Tailor your response based on the person's answer. Below are a few examples:

"Yes, I would like to make a gift at the requested amount, thank you for the opportunity."

→ Thank the donor, have them complete the pledge card, and return the pledge card.

"I would like to think about this request and get back to you."

→ Give them time to decide, ask to touch base again in one week.
Setup a time for follow-up.

"We would like to make a gift. But not at the requested amount."

→ Be respectful, as there may be a reason they cannot give as much this year.
Ask if there is an amount they would be more comfortable giving.

"We are not interested in giving to this campaign."

→ "Thank you for letting me know that you are unable to contribute to the campaign.
If things change in the future, please let us know. Thank you for your time
and consideration. "

THE PLEDGE FORM

Donor Pledge Form

The donor pledge form is critical to the campaign's operations. Every effort is made to ensure that there is only one form per prospect. Volunteer Ambassadors may request a specific donor's pledge form but should not make any personal asks without prior approval from staff. This process ensures that each potential donor is contacted only once.

Donor Information

Verify the individual donor's or employer's name, address, phone number, and email address. If the donor's preferred recognition name differs from the donor information, please make a note of it here.

Gift Information

Verify and record the donor's gift/pledge amount. Verify the branch to which the donor is allocating their gift.

Fullfilment Options

Please confirm and record the donor's preferred payment method, schedule, and/or the timing for receiving an invoice.

For credit card charges when no card is on file, donors will need to make their gift online, or they can be contacted by a staff member to obtain payment information.

Verify whether the donor's employer matches gifts, and confirm that they will be submitting the request for the match.



MISSION IN ACTION

» Every dollar donated to the YMCA of the Fox Cities has a lasting impact on the people of our community.

☐ \$10,000 ☐ \$5,000 ☐ \$2,500 ☐ \$1,000 ☐ \$500 ☐ \$250 ☐ \$100 ☐ \$50 ☐ Other \$ _____

Name _____ Address _____

City _____ State/ZIP _____

Home Phone _____ Email _____

Formal name(s) for recognition _____ ☐ I/we would like this gift to remain anonymous.

☐ Check enclosed (payable to YMCA of the Fox Cities) ☐ Invoice now ☐ Invoice me during the month of _____

☐ Charge my credit card _____ ☐ Monthly Donation of \$ _____ on my credit card until I cancel the recurring donation.

☐ Visa ☐ Mastercard ☐ Discover

Card number _____ Exp date _____ Security code _____

☐ My employer has a matching-gift program. Employer Name: _____

☐ I/we would like information on making a legacy gift to the Y's Endowment Fund.

☐ I/we would like information about IRA distributions or making a gift of stock.

Donate online at:
ymcafoxcities.org/give

WAYS TO GIVE

Pledge Now, Pay Later

The Y offers flexibility in payment options and can work with a donor to meet their needs. A donor can choose to be invoiced later in the year as long as payment is received before 12/31.

Cash or Check

A donation by cash or check can be mailed or dropped off at any YMCA of the Fox Cities branch location. Please make checks payable to: YMCA of the Fox Cities.

Credit Card/EFT

A donation may be made via credit card utilizing MasterCard, Discover, or VISA. If you are a member, you can make a donation online using your credit card on file as a payment option. If you are not a member, you may make a donation online or contact the YMCA Resource Development Department for assistance at 920.882.3686 or financialdevelopment@ymcafoxcities.org.

Draft via Bank or Credit Card

A donation may be drafted from a donor's checking/savings account or credit card. If you are a member, you can make a donation online or you will need to complete a bank draft form in order to implement the process. Please contact the YMCA Resource Development Department at 920.882.3686 or financialdevelopment@ymcafoxcities.org to obtain this form.

Gift of Stock

We accept gifts of stock, mutual funds, bonds, annuities, securities, and more, which often provide tax benefits to donors. We also offer the option to impact generations through planned giving including wills, trusts, annuities and property. To make a stock transfer please contact: RW Baird Advisors: Liz Kulhavy/Cory Rognstad/Brianna Bratland Department at 920.830.5540
Tax ID: 39-0806191; DTC: 0547; Account: 1175-9144

Online Giving

Donate online by visiting ymcafoxcities.org/give and clicking on the "Donate Today" button, or scan the QR code located on the right-hand side of this page.

Venmo

You can make a donation through our official Venmo page @YMCAoftheFoxCities or scan the QR code on the right-hand side of this page.

Matching Gifts

The Y is eligible to receive matching gifts which can double or even triple contributions made by a donor. Please instruct the donor to obtain the appropriate forms from the Human Resources department of their place of employment.



SAMPLE EMAIL

NEW DONOR

Dear [NAME],

[LEAD WITH A SENTENCE OF SALUTATION IF DESIRED]

On behalf of the [YMCA BRANCH NAME], I am honored to invite you to be part of something truly transformative: the Mission in Action Campaign—a Y community initiative that ensures everyone, regardless of their circumstances or ability to pay, has the opportunity to be a part of the Y, engage in healthy, values-based programs, and unlock their full potential.

Through the Y's Mission in Action Campaign, generous donations from the community provide vital financial assistance to those in the Fox Cities, allowing them to experience the life-changing impact of our programs and services. As a [volunteer or staff] with the Y, I have been fortunate to witness firsthand the profound and lasting difference the YMCA makes in the lives of youth, families, and individuals in our community.

[ADD A COUPLE OF SENTENCES ABOUT HOW YOU HAVE SEEN THE Y MAKE A DIFFERENCE IN THE LIVES OF OTHERS OR IN YOUR OWN LIFE.]

As our community grows, so does the need for support to help youth and families access the programs that can truly transform their lives. Your generous support will help us continue this essential work, ensuring that the Y remains a place where all are welcome and can thrive.

We hope you will join us in making a lasting impact, as your donation will directly support our mission and keep these vital programs available to those who need them most. Thank you for your time, consideration, and commitment to strengthening our community.

With sincere gratitude,

[NAME]

SAMPLE EMAIL

RETURNING DONOR

Dear [NAME],

[LEAD WITH A SENTENCE OF SALUTATION IF DESIRED]

Thank you for your previous support of the [YMCA BRANCH NAME] Mission in Action Campaign. We are truly grateful for friends like you, whose kindness and generosity enable the Y to fulfill its mission of building a healthy spirit, mind, and body for all.

It is incredibly fulfilling to play a role in raising the necessary funds to ensure that individuals and families in our community—who might otherwise be unable to access Y programs and services—can experience the life-changing opportunities the Y has to offer.

As a [volunteer or staff] with the Y, I've had the privilege of witnessing firsthand the profound and lasting impact the YMCA has on the lives of youth, families, and individuals in our community. The difference we make together is inspiring, and I'm honored to be part of this meaningful work.

[ADD A COUPLE OF SENTENCES ABOUT HOW YOU HAVE SEEN THE Y MAKE A DIFFERENCE IN THE LIVES OF OTHERS OR IN YOUR OWN LIFE.]

This year, the [YMCA BRANCH NAME] is striving to raise \$[BRANCH CAMPAIGN GOAL] for our Mission in Action Campaign. Every dollar raised ensures that everyone—regardless of their circumstances or ability to pay—has the opportunity to be part of the Y, engage in healthy, values-based programs, and unlock their full potential.

We would be deeply honored if you would consider making a gift again this year. With your support, the Y will continue to meet the greatest needs of our community and create lasting, positive change.

With heartfelt gratitude,

[NAME]

PHONE CALL SCRIPT

Good morning/afternoon/evening, [DONOR NAME],

This is [NAME] with the [YMCA BRANCH NAME]. I'm reaching out as a proud Y [volunteer/staff] member for the Y's Mission in Action Campaign.

Together, through the Y's Mission in Action Campaign, we can change lives. Your support provides vital financial assistance to individuals and families, giving them access to life-enriching programs like youth sports, cancer survivor support, afterschool care, water safety, and more—fostering hope, connection, and a brighter future for thousands in our community. [ADD A COUPLE OF SENTENCES ABOUT HOW YOU HAVE SEEN THE Y MAKE A DIFFERENCE IN THE LIVES OF OTHERS OR IN YOUR OWN LIFE.]

Would you be willing to [renew your support/or make a gift] to the Y this year and join us in continuing this life-changing work? Your generosity truly makes a difference!

If they say "YES"

"Thank you so much! Your support means a great deal to the families we serve, and we are incredibly grateful. Would you like the Y to send you a pledge reminder with details on how you can fulfill your pledge?"

Many will say 'Yes' and wrap up the conversation. Please make sure to record their response and gift amount on the donor pledge form. If they request a pledge reminder to be sent in a particular month or quarter of the year, please include that information as well.

Checks can be made out to 'YMCA of the Fox Cities' and sent to:
218 East Lawrence Street
Appleton, WI 54911

If they prefer to give now, the giving website is: ymcafoxcities.org/give

If they say "NO"

"I understand. Thank you so much for your consideration and for your support in the past! I hope you have a great day!"

FREQUENTLY ASKED QUESTIONS

What is the YMCA?

The YMCA is a not-for-profit, human service organization funded by membership and program fees, contributions from YMCA friends, corporations, foundations and grants. The Y operates day and resident camps, family programs, youth programs, senior programs, childcare, community outreach sites, after-school sites and so much more.

Is the YMCA a charitable organization?

Yes. The YMCA of the Fox Cities is a not-for-profit organization classified by the Internal Revenue Service as a 501 (c) (3) corporation. Based on that designation, all contributions to the YMCA are considered tax-deductible. The YMCA of the Fox Cities is reviewed annually and maintains an accredited charity designation.

What is the Mission in Action Campaign?

As a nonprofit dedicated to strengthening the community, the Y relies on charitable contributions to fulfill its mission. The Mission in Action Campaign is the primary fundraising effort that ensures all community members have access to the Y's programs and services. Donations provide access to child care, camp, membership, and much more.

I already pay membership dues; why should I give to the Y?

Membership dues cover operating costs such as staff wages, building maintenance and repairs, new equipment, and more. By contributing to the campaign, you help ensure that the vital programs we offer are available at little or no cost to those who need them the most.



Why should I give to the Y? I'm not a member.

Your support is important. As a member of the community, you benefit from having a strong YMCA in your neighborhood. Everything the Y does contributes to making individuals and the community stronger. Thanks to the generosity of donors to the Mission in Action Campaign, thousands of individuals and families have the support they need to grow and become the best versions of themselves through Y programs and services.



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

MISSION IN ACTION

YMCA OF THE FOX CITIES

2025 CAMPAIGN

BECOME AN ONLINE CAMPAIGNER

TELLING YOUR STORY IS EASY!

Share your Y story through a personal web page with your family, friends and co-workers. Your story is a call to action for others to join you in supporting our Mission in Action.



**START YOUR PERSONAL
FUNDRAISING PAGE TODAY!**
ymcafoxcities.org/campaign2025

Click on "I Want To Fundraise For This" and follow the step-by-step instructions.

For more information please contact Matt Harper at 920.954.7650 or mharper@ymcafoxcities.org

ADDITIONAL WAYS TO SUPPORT THE YMCA

Heritage Club – Endowment

The YMCA of the Fox Cities Heritage Club is a group of friends who want to keep the Y's traditions alive for future generations by making a donation from their estate. Their generous gifts help the Y remain financially stable, ensuring that our programs and mission continue.

To join the Heritage Club, you need to commit to contributing to the YMCA's Endowment Fund, either now or in the future. The principal amount of the endowment remains untouched, while the income it generates supports the Y's work. Your planned gift will help diversify and strengthen our financial resources for the future.

Ways to Give

If you would like to extend your support to the YMCA of the Fox Cities and leave a legacy, you can choose from several options

- A gift of money
- Remember the Y in your will
- Contribute appreciated assets, such as stock, real estate, or personal property
- Name the Y as a beneficiary of your life insurance policy
- Establish a Charitable Remainder Trust

A planned gift enables donors to maximize the impact of their assets while supporting the mission of the Y. Gifts may be unrestricted or designated to support endowment or specific programmatic priorities of the Y.

Some gifts may be fully tax deductible or offer other tax advantages. Donors are encouraged to discuss their options with legal or financial advisors.

For more information contact Jan Davey at 920.954.7637 or jdavey@ymcafoxcities.org

