



THE
*Mission In
Action*
PLACE
No Place Like This Place

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INTRODUCTION

THANK YOU

Thank you for your time and effort supporting the YMCA of the Fox Cities' Mission in Action 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 is a Y community initiative that opens doors for people across the Fox Cities, giving them access to Y programs and services they may not otherwise experience on their own. Your support helps children gain confidence in the water, gives families a place where they feel welcomed, allows kids to discover new adventures at camp and so much more. Through this campaign, we remove barriers and create opportunities so everyone in our community can grow, thrive and truly belong.



THE 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.

ADDITIONAL RESOURCES

We hope 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.

To find more resources and learn how to become an online campaigner please visit ymcafoxcities.org/ymca-campaign-resources or scan the code below.

**SCAN HERE FOR
THE CAMPAIGNER
TOOLKIT!**



CAMPAIGN OVERVIEW

ABOUT THE Y

The Y is a nonprofit organization offering health, hope and opportunity for all. Guided by Christian principles and grounded in our core values of caring, honesty, respect and responsibility, we welcome all individuals and ensure that every person feels valued, included and supported as part of the YMCA family. We are committed to creating a welcoming environment where everyone has the opportunity to grow, thrive and belong.

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 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 Mission in Action Campaign contributions help strengthen children, families and adults throughout our community. Your support makes it possible for children, families, adults and neighbors to access Y programs and services, regardless of their financial circumstances.

Funds raised through this campaign provide financial assistance to people across the Fox Cities, including help with memberships, programs, camps and child care. Those who receive assistance may include a family hoping to join the Y, a child eager to learn dance or explore art classes, cancer survivors participating in **LIVESTRONG®** at the YMCA, a child wanting to experience overnight camp or a family needing support with child care. Together, we ensure that everyone has the opportunity to learn, grow and thrive at the Y.

YOUR ROLE AS A VOLUNTEER

● **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.

● **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.

● **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.

● **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 speak from the heart.

● **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 your Executive Director if you would like to add someone to your list.

● **PERSONALLY VISIT YOUR PROSPECTS**

People give to people. It takes time to ask face-to-face, but it is far more effective. 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.

● **ASK YOUR BEST PROSPECT & LAST YEAR'S DONORS FIRST**

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

● **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 your Executive Director.

● **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.

● **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.

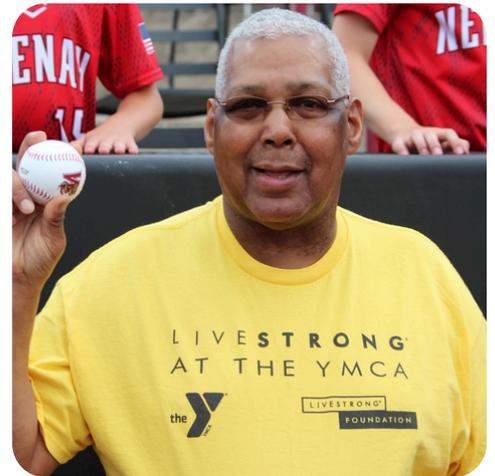
KEYS TO SUCCESS

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 a child learn to swim and give them the opportunity to grow their confidence?' 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 a gift of \$150 this year?' The number one reason people don't give is that they are not asked!



EMPHASIZE PLEDGING & MONTHLY GIVING

People are often able to give more when their support is spread over time. For example, five monthly gifts of \$100 become a generous \$500 gift. Even \$10 a month for ten months becomes \$100.

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.

THANK YOUR DONORS

Express your gratitude to donors in a personal, meaningful way. Many supporters give because they feel strongly connected to the Y and its mission. Aim to reflect the same inspiration and emotion they felt when choosing to make their gift.

STORYTELLING

Sharing stories is one of the most effective ways to show the impact of the Y and engage our staff, members, volunteers and community. You can help by sharing your own Y story, how the Y has influenced your life or someone you know. If you're not sure where to start, use the prompt below to help you reflect and discover your story. Your experience helps communicate the Y's mission and impact to donors and the community.

ASK ME WHY...

I've been involved with the Y since: _____
years

My first experience with the Y was a/an: _____
child/adult

When I: _____
describe how you first got involved & your Y story

Currently, at the Y I am/an: _____
title

and serve our members and participants by: _____
describe what you do

WHO INSPIRES ME...

The person I am most thankful for meeting at the Y is: _____
name

They come to the Y to/for: _____
program, service or job

What inspires me about them is: _____
describe your inspiration

The Y has helped him/her by: _____
how has the Y helped

IN 30 SECONDS...

If I had just 30 seconds to share with someone how the Y is so much more,

I would share _____ story and say:
my, member, participant, volunteer or staff

WANT TO HEAR
OTHER Y STORIES?
SCAN HERE!



MAKING A REQUEST FOR SUPPORT

Relationship-based fundraising is the best way to raise funds for any cause. Personal contact allows you to present your information, express your need, and share your passions, inviting 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 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.
Set up 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."

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.

FULFILLMENT 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 CAMPAIGN

» 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 December 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 & CARD ON ACCOUNT

A donation may be made via credit card utilizing MasterCard, Discover or VISA. If you are a member, you can make a donation using your 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 financialdevelopment@ymcafoxcities.org or 920.882.3686.

DRAFT VIA BANK

A donation may be drafted from a donor's checking/savings account. A donor 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](https://www.venmo.com/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 Resource department of their place of employment.



SAMPLE MESSAGING

NEW DONOR

Dear [NAME],

[PERSONAL GREETING]

On behalf of the [YMCA BRANCH NAME], I'm grateful for the opportunity to invite you to join our Mission in Action Campaign, a community supported initiative that helps ensure everyone, no matter their circumstances or ability to pay, can belong to the Y, participate in meaningful programs and reach their full potential.

Through the Mission in Action Campaign, community generosity opens the door for individuals and families across the Fox Cities to access the programs and services they need. As a [volunteer or staff member] I've had the privilege of seeing firsthand how the Y's programs change lives, whether it's a child gaining confidence, a family finding connection or an adult discovering a path to better health.

[ADD A FEW SENTENCES HERE ABOUT SPECIFIC IMPACTS YOU HAVE WITNESSED OR EXPERIENCED.]

Your support will help us continue this important work and ensure that the Y remains a welcoming place where people of all ages and backgrounds can learn, grow and thrive.

We hope you'll consider joining us in making a meaningful difference. Your support directly strengthens our mission and helps keep these vital programs and services accessible to those who need them the most.

Thank you for your time, consideration and commitment to our community.

With sincere gratitude,

[NAME]

SAMPLE MESSAGING

RETURNING DONOR

Dear [NAME],

[PERSONAL GREETING]

Thank you for your previous support of the Y's Mission in Action Campaign. We're truly grateful for friends like you. Your generosity helps the Y live out its mission of creating a healthy, spirit, mind and body for all.

It is incredibly meaningful to be part of work that ensures individuals and families in our community, who would otherwise be unable to access Y programs and services, can experience the life changing opportunities the Y provides.

As a [volunteer or staff member] with the Y, I've had the privilege of seeing firsthand how our programs make a lasting difference for youth, families and individuals across the Fox Cities. The impact we create together is inspiring and I'm honored to play a role in this important work.

[ADD A FEW SENTENCES HERE ABOUT SPECIFIC IMPACT YOU HAVE WITNESSED OR EXPERIENCED]

This year, the [YMCA BRANCH NAME] is working to raise \$[BRANCH CAMPAIGN GOAL] for our Mission in Action Campaign. Every dollar helps ensure that everyone has the chance to belong to the Y, engage in meaningful programs and reach their full potential.

We would be deeply grateful for your renewed support again this year. With your support, the Y can continue addressing the greatest needs in our community and creating lasting, positive change for those who count on us.

With heartfelt gratitude,

[NAME]

SAMPLE SCRIPT

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

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

Through the Mission in Action Campaign, we have the opportunity to truly change lives. Your support provides access to individuals and families, opening the door to programs like youth sports, cancer survivor support, afterschool care, water safety and so much more. Through your support you help give everyone the opportunity to participate in these programs. [ADD A FEW SENTENCES HERE ABOUT THE IMPACT YOU'VE SEEN THE Y MAKE]

Would you be willing to [renew your support/or make a gift] to the Y this year? Your generosity truly makes a difference!

If they say "YES"

"Thank you so much! Your support means a great deal to the people 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!"

COMMONLY ASKED QUESTIONS

IS THE YMCA A CHARITABLE ORGANIZATION?

Yes. The YMCA of the Fox Cities is a nonprofit 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 remain accessible to people who want to participate in Y programs and services but are unable to do so due to their financial circumstances.

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.

I GAVE LAST YEAR. WHY ARE YOU ASKING AGAIN SO SOON?

Thanks to the generosity of donors like you, last year's campaign made it possible for the YMCA to offer essential programs to community members who needed extra support. Continuing these opportunities depends on ongoing gifts that allow us to keep these life-changing services available for all.

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.

NO PLACE



Like This Place