



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

SAN DIEGO COUNTY IS BETTER BECAUSE OF YOU

YMCA OF SAN DIEGO COUNTY

Annual Campaign

The Y.™ For a better us.™

WELCOME



Dear YMCA Volunteers and Staff,

I feel honored and privileged to serve with you in our Annual Campaign as we share our stories, and give our time, our talents and our treasures to the Y and our cause.

Philanthropic giving is essential to achieving our shared goal of helping people in need reach their fullest potential by creating opportunity for all. Thousands of lives will be forever changed by the touch and impact our generous donors make, and by the commitment of our volunteers and staff.

The funds raised during our Annual Campaign will help ensure that youth, teens, families and seniors will be able to participate in Y programming, so that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.

It has always been our responsibility to ensure that parents can go to work knowing their child is in the capable hands of Y child care. That struggling students have the opportunity to learn to read and have access to homework assistance. That foster kids aging out of the system have the support and guidance needed to face the real world. That access to Y programs, including fitness and well-being, are offered to our challenged athletes, wounded warriors and military. That families – any family, all families – are supported and strengthened. And our seniors are provided social, nutritional, educational and recreational activities to keep them actively involved in our community.

Thank you for joining me and our Y as we rally around our cause. You are the change our community needs. Together, we are building a better, brighter future.

All families count! Bringing people closer,

A handwritten signature in black ink that reads "Baron Herdelin-Doherty". The signature is fluid and cursive, written in a professional style.

Baron Herdelin-Doherty
President & CEO



FOR A BETTER US

YMCA of San Diego County Campaign Overview

ANNUAL CAMPAIGN—WHAT IT IS/WHAT IT DOES

The Annual Campaign is the “lifeblood” of the YMCA and is conducted annually by dedicated volunteers to secure charitable donations from individuals, companies, foundations and community organizations. These funds help to ensure that no one is ever left behind regardless of their financial circumstance. Last year, with the support of 16 Annual Campaigns, the YMCA of San Diego County raised over 6.2 million dollars to provide programming and scholarships for youth, families and seniors. With the generous support of our donors and volunteers, we are able to change lives for a better us.

HOW IT WORKS

Over 2,600 fundraising volunteers join together in an effort to share their “Y story” to everyone in their networks: friends, family, colleagues, fellow members and program participants! By doing this, they communicate the Y’s daily impact on people’s lives in San Diego County and share how they too can have the opportunity to give back.

2,601
Fundraising Volunteers

\$6.2 Million
Financial assistance and subsidy provided to those who need it most.

190+
Child & Youth Development Sites
caring for **15,000** children every day
One of the largest providers in San Diego County.

14,594
Donors

77,008
Individuals Received Financial Assistance

39
Y Facilities

399,991
Members & Participants
48% are children under the age of 18.

YOUTH DEVELOPMENT • **HEALTHY LIVING** • **SOCIAL RESPONSIBILITY**

At the Y strengthening community is our cause. We believe that positive, lasting personal and social change can only come about when we all work together to invest in our kids, our health and our neighbors.

GET TO KNOW US



About Your YMCA of San Diego County

OUR MISSION

The YMCA of San Diego County is dedicated to improving the quality of human life and to helping all people realize their fullest potential as children of God through the development of spirit, mind and body.

ALL FAMILIES COUNT!

Over the next 10 years, we will double our impact in the community by serving more people and increasing opportunities for quality family time.

AREAS OF FOCUS

We focus our work in three key areas, because nurturing the potential of kids, helping people live healthier, and supporting our neighbors are fundamental to strengthening communities.

Youth Development

At the Y, kids learn to share, sportsmanship, build leadership skills, and most importantly, how to be themselves. This makes for confident kids today, and contributing and engaged adults tomorrow.

Healthy Living

Because the Y is for everyone, we bring together children, adults and families of all abilities like no other organization can. As a result, hundreds of thousands in San Diego County are receiving the support, guidance and resources needed to achieve greater health and well-being for their spirit, mind and body.

Social Responsibility

Thanks to the generosity of volunteers and public and private donors who give to the Y, our community is stronger. 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 learn, grow and thrive.

ABOUT US

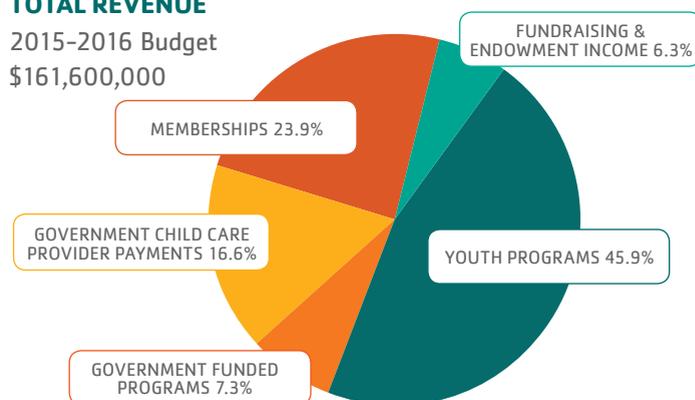
The YMCA of San Diego County was established in 1882 and touches the lives of nearly one out of every eight people in our community.

Total Members and Participants	399,991
Youth	191,048
Adults	208,943
Annual Contributors	14,594
Heritage Club Members	1,226
Policy Volunteers	557
Program Volunteers	1,483
Fundraising Volunteers	2,601
YMCA Facilities	39
YMCA Childcare Resource Service Departments	4
YMCA Resident Camps	3
YMCA Youth & Family Services Programs	20+
YMCA Child & Youth Development Programs	190+
Swimming Pools	26
Total Staff	5,019
Full-Time Staff	890
Part-Time Staff	4,129



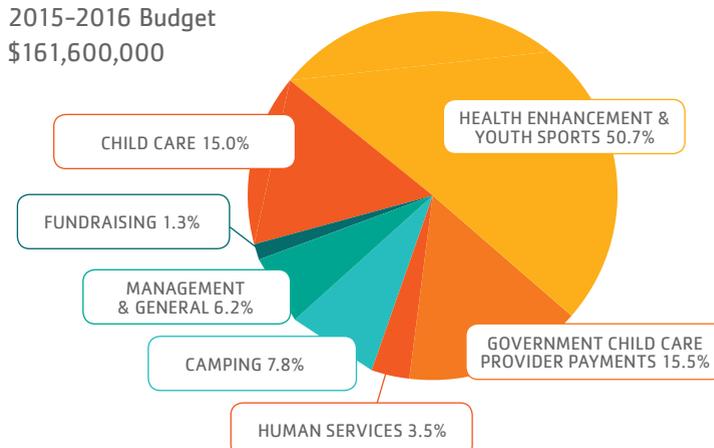
TOTAL REVENUE

2015-2016 Budget
\$161,600,000



TOTAL EXPENSES

2015-2016 Budget
\$161,600,000



MAKING YOUR GOALS



7 Keys to Success

VISIT YMCA PROGRAMS

Witness firsthand the YMCA mission and programs funded by the Annual 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 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 larger gift.

SHARE THE YMCA STORY

Communicate the story and the case with enthusiasm and passion! Share your Y story or stories of others to demonstrate community needs and what benefits their gift will provide. Utilize YMCA staff to help you tell the story.

AIM HIGH, BE SPECIFIC

When the time is right, ask for a specific amount and focus on services—"Will you send a child to a week of summer camp for \$150?" 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 #1 reason people don't give? They are not asked!

EMPHASIZE PLEDGING

Most people can give more over a period of time than at any given moment. Four payments of \$250 becomes a generous gift of \$1,000. Even just \$10 for 10 months is \$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 Development Team and they will follow up with them. In order for a gift to be matched, a payment must be made out to the YMCA of San Diego County or your local branch. All organizations have to prove the gift is going to a 501(c)(3) charity for their audits.

THANK DONORS PERSONALLY

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.



BETTER TOGETHER



Your Role as a Volunteer

As an Annual Campaign volunteer, you are joining a team committed to fun, fellowship and raising money to help families in need in your community. When you achieve your personal fundraising goal, you are helping to ensure there are enough resources for everyone who needs the Y!

YOUR TEAM IS COUNTING ON YOU TO...

1. MAKE YOUR GIFT FIRST

Your gift demonstrates your commitment and belief in the YMCA. After making a personal gift, it is much easier to ask someone else to join you and do the same.

2. ATTEND CAMPAIGN EVENTS

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

3. TELL THE YMCA STORY

Let people know how the Y is strengthening the community and improving the quality of life for children, teens, adults and families.

4. ASK

Ask family and friends to support your efforts by making a gift. Your branch also has a list and/or pledge cards for every prior donor at your YMCA. These are available for you to look through and find people you may already know. To avoid duplicate solicitations, please do not call on anyone unless cleared through your staff liaison.

5. SUBMIT COMPLETED PLEDGE CARDS WEEKLY

Please turn in cards to your branch office or at regular report parties for those who give and those who decline.

6. WRITE PERSONAL THANK YOU NOTES TO THE DONORS YOU SOLICIT

A personal thank you note is important, and should be sent within 48 hours, but no later than one week from when a donor makes a pledge or gift.

7. HELP ENSURE PLEDGES ARE PAID BY YEAR-END

The Development Team may follow-up with you throughout the year if anyone pledges but has not paid. It may be that the contact information for that donor has changed, or they may need a simple reminder. Either way, it's a great time to personally thank them for their gift again and help ensure we collect all gifts that are pledged.



STAYING CONNECTED



Online Campaign Tools



The YMCA of San Diego County Annual Campaign web page is devoted year-round to campaign information and testimonials. This is a great tool for volunteers to use to share stories, and help raise awareness in the community and among potential donors.

WHAT IS AVAILABLE ON THE WEBSITE?

VIDEOS

Hear from children, families and volunteers whose lives have been changed through YMCA programs.

INFORMATION

- Learn more about the Annual Campaign and the YMCA programs made possible by campaign contributions.
- See how donated dollars are changing lives.
- Access campaigner resources and print materials.
- Sign up to volunteer or forward the link to encourage friends to volunteer.

ONLINE GIVING

Every campaigner for the Annual Campaign will receive a link to raise funds online. You'll also be able to share your links easily via email or social media channels. Donors that don't have your personal giving link can also click the "GIVE" button at the top of the ymca.org website.

YMCA.org/GIVE

WAYS TO SHARE

- Share links to the website and videos through Facebook and other social media with your friends, family, colleagues and people with whom you do business—anyone you want to tell about the Annual Campaign.
- Invite others to get involved and make a gift using your own personalized campaigner page.

SHARE YOUR CAMPAIGNER PAGE

- Use social media outlets such as Facebook, LinkedIn, Twitter and Instagram to share your campaigner page. Every gift you get through your page goes straight to your goal!

FOLLOW US

Facebook — facebook.com/YMCASanDiego

Instagram — instagram.com/YMCASanDiego

Twitter — twitter.com/YMCASanDiego



SOCIAL RESPONSIBILITY



Frequently Asked Questions

WHAT IS THE YMCA?

The YMCA is a nonprofit 501(c)(3) organization funded by membership and program fees and contributions from YMCA friends, corporations, foundations and grants.

We are joined together by a shared commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility.

HOW DOES THE CAMPAIGN FIT INTO THE BRANCH BUDGET?

The YMCA of San Diego County raises funds through our Annual Campaign. All funds raised by Team Headquarters are dispersed to the branches. The dollars raised in each branch campaign **stay** at that branch.

WHY MIGHT I GIVE A DONATION TO THE Y? I ALREADY PAY MEMBERSHIP DUES.

Your dues cover the costs of operating the Y and providing the best member experience. They do **not** support funding for outreach programs and financial assistance. Your support in this campaign will provide safe, high quality, character-building programs for children, teens, adults and families who need our Y.

WHY SHOULD I GIVE TO THE Y? I'M NOT A MEMBER.

Your support is still needed! You benefit by having a strong YMCA in our community that provides meaningful opportunities to help young people grow into responsible adults. The YMCA makes our community a better place to live and work.

HAVE A QUESTION YOU CAN'T ANSWER?

For assistance, call your branch campaign leaders or the Development Team at any time.



CONTACT INFO DEVELOPMENT STAFF

Email: _____

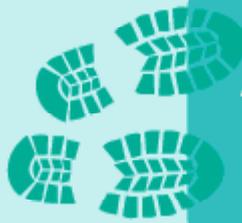
Phone: _____

STAFF LIAISON

Email: _____

Phone: _____

TOGETHER WE CAN



BORDER VIEW FAMILY YMCA

At the Hiking Club, families and individuals offer each other support and camaraderie as they conquer new trails and achieve their goals.

COPLEY-PRICE FAMILY YMCA

Ready, Set, Read gives children a head start in literacy and helps them establish a habit of family reading time from an early age.



EAST COUNTY FAMILY YMCA

Partners with the International Rescue Committee which helps refugee families assimilate to their new home by providing camp.

JACKIE ROBINSON FAMILY YMCA

The Community Response Team strengthens and supports grieving families by providing them with resources and opportunities to connect with others in a similar situation.



JOE AND MARY MOTTINO FAMILY YMCA

17,000 square feet of outdoor space added for Active Adults' social events, summer camp activities, family sports and more.



LA JOLLA YMCA

Family campouts provide experiences that nourish body, mind and spirit by allowing families to connect with nature and discover more about each other.



MAGDALENA ECKE FAMILY YMCA

Family Story Tot Time is an opportunity for parents and children to spend quality time together, while toddlers develop and grow with the help of books, themed activities, songs and games.



MISSION VALLEY YMCA

Free interactive classes for family members foster togetherness, as parents and kids learn about science, gardening, crafts and more.





PALOMAR FAMILY YMCA

Monthly forums about immigration reform focus on keeping families together by offering resources and assistance to those most closely affected by new legislation.

PENINSULA FAMILY YMCA

At the Going Global event, kids and families celebrate their unique cultural heritage and are educated in global awareness.



RANCHO FAMILY YMCA

Fifth graders learn the importance of physical fitness and determination during the annual Ride Across California – a 267-mile bike ride from Arizona to the Pacific Ocean.



SOUTH BAY FAMILY YMCA

The Daddy-Daughter Dance is a special event where for dads and guardians get to spend quality one-on-one time with their daughters, dancing the night away and making lasting memories.



TEAM HEADQUARTERS

As a 'thank you' to our incredible volunteers, donors and staff, we took the Annual Celebration to YMCA Camp Surf for a family beach party. Y supporters of all ages were able to splash in the water and play in the sand with friends and family.



YMCA CHILDCARE RESOURCE SERVICE

The Military Respite program helps NAVY families who have children with special needs, by providing child care services so parents can rest and attend appointments.

YMCA OVERNIGHT CAMPS

Every Friday during the summer, campers and their families are treated to carnivals, sing-alongs and BBQs where kids have the opportunity to share their camp experiences with loved ones.



YMCA YOUTH & FAMILY SERVICES

Kinship Support Groups, for caregivers raising another family member's child, provide an opportunity to bond with one another and share valuable resources.

PREPARING FOR SUCCESS



Creating Campaigner Pages

THE CAMPAIGNER PAGE IS CRITICAL TO THE CAMPAIGN OPERATION.

Campaigner pages are customizable by the individual campaigner by going to the link:

<http://www.ymca.org/support/YOURBRANCH/myprofile/>

Ex: <http://www.ymca.org/support/palomar/myprofile/>

From there, the campaigner will enter their **campaigner code** and the associated email, and will be able to update their own profile page when they click **CONTINUE**.

CAMPAIGNER PROFILE EDITOR

Personalizing your campaigner profile page is easy! To get started, log in using the information provided to you by your YMCA campaign contact!

email

CONTINUE >>

STEP 1: EDIT YOUR PAGE

Personalize your campaigner profile page by editing the content below. Have a nice picture of yourself? You can upload it here as well! Give it a try:

Campaigner Profile: EDIT

TINKER BELL

Change Picture
Choose File No file chosen

About Me
You can use this area to talk a little bit about yourself and why you are involved with your YMCA! Don't worry about running out of space, this box will stretch after you submit!

My Y Story
Use this space to tell your Y story or anything else you'd like to share! You can even change the title of both of these sections if you feel they're not exactly what you want!

PREVIEW >>

STEP 2: REVIEW CHANGES FOR SUBMISSION

Here is a preview of what your final page will look like! If you're happy with it, go ahead and submit your changes for approval, or use the "Back/Edit" button to go back and make changes.

Campaigner Profile: PREVIEW

TINKER BELL

About Me
You can use this area to talk a little bit about yourself and why you are involved with your YMCA! Don't worry about running out of space, this box will stretch after you submit!

My Y Story
Use this space to tell your Y story or anything else you'd like to share! You can even change the title of both of these sections if you feel they're not exactly what you want!

<< BACK/EDIT

FINISH >>

The campaigner can add a picture, a brief bio, and their very own connection to the Y. When proofread and finished with the entry, click **PREVIEW** to take a look.

If changes are still needed, click the **BACK/EDIT** button, then make those changes. When all looks good, click the **FINISH** button.

STEP 3: SUCCESSFULLY UPDATED!

Congratulations, your profile is ready for distribution! Your personalized campaigner profile page is:

<https://www.ymca.org/support/branchname/tbell>

Thank you once more for the incredible work you do in support of the YMCA! Because of you, we are able to serve countless families throughout San Diego County.

THANK YOU!

PREPARING FOR SUCCESS



Creating Campaigner Pages

An email will be sent to the email address associated with the login acknowledging the changes that were made, and provide a link that the campaigner can share with their friends and family for soliciting their Annual Campaign donations.

Campaigner Profile:



TINKER BELL

About Me

You can use this area to talk a little bit about yourself and why you are involved with your YMCA! Don't worry about running out of space, this box will stretch after you submit!

My Y Story

Use this space to tell your Y story or anything else you'd like to share! You can even change the title of both of these sections if you feel they're not exactly what you want!

FOUR WAYS TO GIVE, ENDLESS POSSIBILITIES

Whether it's a one-time contribution or a pledge for a larger gift over the course of the year, know that your generosity is helping our neighbors to learn, grow and thrive at the Y. With a focus on youth development, healthy living and social responsibility, the Y nurtures the potential of every youth and teen, improves the nation's health and well-being and provides opportunities to give back and support our neighbors.

When you give to the Y, you help move people forward. Your generosity and partnership ensures that no child, family or adult is turned away from the Y due to an inability to pay.

Please review the gift options below to choose the one that is best for you. We appreciate your support and thank you on behalf of the many families who benefit directly from your generosity!

CALCULATE YOUR GIFT (select an option):

I'd like to give \$:

- Option A:**
As a one time contribution, paid in full today.
- Option B:**
As a one time contribution, to be billed in
- Option C:**
Divided into 4 quarterly installments, to be billed in **Mar, Jun, Sep and Dec 2016**
- Option D:**
Divided into 10 monthly installments, to be billed from **Mar-Dec 2016**

ABOUT YOU:

First Name: **Last Name:**
Company: **Address:**
City: **State:** **Zip:** **Phone:**
Email: **Verify Email:**

CONTINUE >>

GOAL

at 92% of
\$500



WHAT CAN MY GIFT DO?

\$2,500

Provides after-school computer learning center **2 days per week** for the **entire year** to **10** disadvantaged students!

\$1,500

Provides **2 months** of one-to-one mentoring for **10 youth!**

\$500

Provides **one year** of **literacy support** for a child!

\$100

Provides **swim lessons** for **3 children!**

\$50

Provides one session of **gymnastics** to a boy or girl!

SPREAD THE WORD!

Help spread the word and inspire others to match your generosity! Send an e-card!

SEND E-CARD >

* Gifts of stock are happily accepted by the YMCA. Please contact Paul Sullivan at psullivan@ymca.org for transfer instructions.

COMMUNITY MINDED



Matching Company List

Do you want to double the impact your donation to the YMCA of San Diego County makes? Some companies have a corporate match program, where your contribution to the Y is matched, dollar for dollar, by your corporation or its charitable foundation. Matching programs are a great way for companies or foundations to help support their employees' charities, while nonprofit organizations like the YMCA of San Diego County get the benefit of a doubled donation.

SOME PARTICIPATING COMPANIES

In San Diego County, we know that these companies and foundations have a corporate match program for their employees.

NOTE: This list is not comprehensive. Please check with your company or foundation to find out if they have a matching gift program, and email us to include your organization on our master list.

21st Century Insurance	Genentech	Nissan North America, Inc.
AllianceBernstein	General Electric	Northrop Grumman
Allstate	Goodrich / United Technologies	Pepsico
American Express	Hewlett-Packard Company	Pfizer
Ameriprise Financial	Home Depot	Prudential Financial
Apple	Honda	Qualcomm
AT&T	IBM Corporation	San Diego Chargers
AXA	Intuit, Inc.	San Diego National Bank
BAE Systems	J.P. Morgan Chase	San Diego Gas & Electric
Bank of America	Jack in the Box	San Diego Padres
Booz Allen Hamilton	Jones, Lang, LaSalle	Soros Fund Management
Cadence Design Systems	KPMG	Sprint
Callaway Golf	Kaiser Permanente	Starbucks
Cardinal Health	LPL Financial Services	Time Warner
Carmax	Liberty Mutual	Towers Watson
Charles Schwab	Lowes Corporation	Toyota Motors
Chase Manhattan	McDonald's Corporation	Travelers
Cigna	McGraw Hill	UBS
Citibank / Citicorp	Macy's	US Bank
Costco	Mass Mutual	Union Bank of California
Covidien	Mellon Bank	US Bank
Cubic Corporation	Merck	Verizon
DJO Global	Merrill Lynch	Wachovia Bank
Delta Airlines	Morgan Stanley	Washington Mutual
Ford Motor Company	Mutual of America	Wells Fargo
Geico	New York Life Insurance Company	WD-40

THE MATCHING PROCESS

Every company or foundation handles their matching program differently. Sometimes employees must fill out a company form and offer proof of the donation. Others require a mini-grant application and more specific documentation from the charity. Still others collect your contribution through periodic payroll deductions, and the total gift — including the corporate match — is sent directly to the YMCA of San Diego County or the branch by the company/foundation.

No matter the process, we are here to help make the process easy. We have found that you should first contact your company or foundation to determine their specific steps for matching. Next, email us if you need the Y to fill out a form, send a letter or complete a grant application.

IMPORTANT INFORMATION FOR MATCHING PROGRAMS

The YMCA of San Diego County is a 501(c)(3) tax-exempt organization
Federal tax ID number: 95-2039198

YMCA OF SAN DIEGO COUNTY CONTACT INFORMATION

3708 Ruffin Rd. San Diego, CA 92123
COURTNEY CORDERO
Association Director of Annual Campaign
858-292-9622 ext. 120
ccordero@ymca.org



STORYTELLING

STORYTELLING has emerged as one of the most powerful methods for communicating the Y's cause and advancing critical efforts such as fundraising; engaging staff, members, boards and community representatives; and building a cause-driven culture. Storytelling is a key technique that celebrates and reminds us to live our cause every day.

As a YMCA volunteer, it is important that you can share your own story with people in the community. Below is a prompt to help you think about your Y story. Fill out the prompt to help you articulate how the Y has made a difference in your life or someone you know, then practice your story with a friend. This tool will help you communicate the Y's cause to your potential donors. Give it a try!



ASK ME WHY



I've been involved with the Y since _____! My first experience with the Y was as a/an _____ when I
year child /adult

describe how you first got involved

Currently, at the Y I am a/an _____ and serve our members and participants by
job title

describe what you do

The person I am most thankful for meeting at the Y is _____
member, participant, volunteer or staff

_____ comes to the Y to/for _____. What inspires me about
name program, service or job

_____ is _____. The Y has helped
name describe your inspiration

him/her by _____.
how has the Y helped

Ask me why...

If I had just 30 seconds to share with someone how the Y is so much more, I would share _____'s
name

story and say, _____



MAKING THE ASK – A SCRIPT

INTRODUCE YOURSELF

“HI, FRIEND NAME, this is YOUR NAME. As you may know, I’m a volunteer with the YMCA and we’re conducting our Annual Campaign. Thanks again for taking the time to talk with me about the YMCA and the good work we’re doing.

DISCUSS THE YMCA

I’m a volunteer in the Y Campaign because I (tell about your Y involvement if it’s appropriate)... “Have you had any experiences with the YMCA San Diego County?”

- 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.”

DISCUSS THE CASE FOR SUPPORTING THE YMCA

“This year, we’re planning to raise \$____to support programs and services that will help children and families throughout our community.”

- “What’s unique about the YMCA is that we do not turn anyone away because of an inability to pay. Annual Campaign dollars underwrite financial assistance for things like afterschool programs, summer day camp, swim lessons and YMCA memberships.
- “What’s even better is that we weave character building values into every program that we run. That’s one reason why we say that the YMCA ‘strengthens the foundations of our community.’”
- Use your storytelling script on page 15.

REQUEST A SPECIFIC DOLLAR AMOUNT

Will you consider a contribution of \$_____ this year, or \$_____ per month for 10 months?

(Silence...let them answer.)

If prospect is unresponsive...

“Let me give you a better idea of how you can help”...

- A gift of \$50
- A gift of \$100 _____

- A gift \$250 _____
- A gift of \$500 _____
- A gift of \$1,000 _____
- A gift of \$2,000 _____

SUGGEST ONLINE GIVING WHEN APPROPRIATE

“You can also make a donation online at www.ymca.org. Just click the ‘GIVE’ button on the home page and it will take you to a secure page.

Enter your contact information and the amount you’d like to contribute. Select the [BRANCH NAME] from the pull-down menu and then add my name in the comments section. It’s safe and easy.

[or reference your personal campaigner profile]

You can also make a donation online using my personal campaigner profile page. I’ll send you the link now.”

AGREE ON AN AMOUNT

“Thank you so much. You’ll receive a confirmation letter (email for online giving) from the Y in the very near future. Let me check if the contact information I have for you is correct. Would you prefer to make the payment in one lump sum or on some other basis?” (Complete details of the pledge.) The YMCA really appreciates your generous support...and so do I.”

THINGS TO REMEMBER

- Just tell your story and connect it to the Annual Campaign’s significance.
- People don’t give because they haven’t been asked.
- Being asked to give is a chance for someone to feel good and do good.
- Try to answer the following questions in your response: Why do I volunteer? Why do I give? What benefits have I received from the YMCA? What is the best part of the Annual Campaign?

MY TRACKING WORKBOOK



MY PROSPECTS

Prospective Donors	Last Year's Gift	This Year's Target	Outcome
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

MY PROGRESS

Total Gifts/Pledges	\$ Raised	% of Goal
Week 1
Week 2
Week 3
Week 4
Week 5
Week 6



TO-DO LIST

A series of horizontal dotted lines for writing a to-do list.

OUR MISSION

The YMCA of San Diego County is dedicated to improving the quality of human life and to helping all people realize their fullest potential as children of God through the development of the spirit, mind and body.