



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

BEFORE GETTING STARTED

Annual Campaign

YMCA of the East Valley

Before making the ask:

- Know WHO you are messaging
- Have they donated in the past? If so, how much?
- Does your donor have a passion for one of the programs your YMCA offers?
- Review or have on hand the YMCA Impact Cards for a donation breakdown
- Practice your Y Story
- Take notes of your conversation, maybe someone else on your team maybe able to get a donation if donor says no. OR for next year's ask.



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NEW DONOR Annual Campaign YMCA of the East Valley

Subject: You Can Help Strengthen Our Community

Body:

Dear **<First Name>**,

At the Y, we believe strong communities start with people who care, people like you. Every day, the YMCA brings together neighbors to learn, grow, and thrive. From swim lessons that build confidence, to after-school programs that empower youth, to fitness and wellness opportunities for all ages, the Y is here for everyone.

But we can't do it alone.

Your support helps ensure that every child, family, and senior, regardless of income or background, has access to the resources and programs they need to reach their full potential.

Would you consider making a gift to help us continue this vital work?
Together, we can make sure the Y remains a place where everyone belongs.

<Insert Fundraiser Link>

Thank you for believing in what the Y stands for, community, inclusion, and opportunity for all.

With appreciation,
[Your Name]



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PREVIOUS DONOR Annual Campaign YMCA of the East Valley

Subject: Your past support changed lives — will you help again?

Body:

Dear **<First Name>**,

Because of your past generosity, children learned to swim safely, families found support, and seniors stayed active and connected. You made a real difference — and we are so grateful.

As we look ahead, the need in our community continues to grow. More families are relying on the Y for affordable childcare, wellness programs, and opportunities to belong.

With your renewed support, we can continue to make sure that **everyone**— regardless of age, income, or background — has access to programs that strengthen spirit, mind, and body.

Would you consider renewing your gift today?

Your continued partnership will help us keep changing lives.

<Insert Fundraiser Link>

Thank you again for being part of the Y family and for believing in the power of community.

With appreciation,
[Your Name]



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TEXT MESSAGE Annual Campaign YMCA of the East Valley

TEXT MESSAGE TO A POTENTIAL DONOR

Hi **<First Name>**! This is **<Your Name>** from the YMCA. Every day, the Y helps families, kids, and seniors thrive — but we can't do it without community support. Would you consider joining us with a gift today? Every dollar makes a difference!
<Insert short link to donation page>

TEXT MESSAGE TO A PAST DONOR

Hi **<First Name>**! This is **<Your Name>** from the YMCA. Your past support helped us strengthen our community, thank you! Will you join us again this year to help more kids and families thrive? Every gift makes a difference.
<Insert short link to donation page>