

# YMCA Annual Community Campaign 2024



## A Welcome from your Campaign Chair:



**Mike Ballinger**

Thank you for being part of the Y's community campaign! I look forward to meeting you and working together to reach our goals!

Your participation helps the Y provide important resources to families and individuals who need them but do not have the funds to access them. We believe being a part of this community means supporting each other and making it a better place for everyone.

Our Annual Campaign achieves this, thanks to our dedicated volunteers like you! All of the funds raised go directly to helping families-in-need to help them participate in healthy programs and activities at the YMCA. Without you, we would not be able to have such a positive impact in our community.

Thanks again for being part of our 2024 Y Community Campaign!

Gratefully yours,

Mike Ballinger

Community Campaign Chair

# The Annual Campaign's Purpose

- **Raises** awareness and funds for the Y's financial assistance program.
- **Enables** the participation of hundreds of children and families in Y membership, programs, wellness initiatives, and services.
- **Allows** the Y to provide financial assistance to anyone who would not be able to otherwise pay.

## Our Three Areas of Focus

### Youth Development

All kids deserve the opportunity to discover who they are and what they can achieve, under the guidance of caring adults who believe in their potential. We see every interaction with young people as an opportunity for learning and development—all grounded in the Y's core values of caring, honesty, respect and responsibility.

### Healthy Living

We help people and families build and maintain healthy habits for spirit, mind and body in their everyday lives. By helping kids, adults, families and seniors from all walks of life improve their health and well-being, we build a stronger community.

### Social Responsibility

With our doors open to all, we bring together people from all backgrounds, to support those in need. We take on the most urgent needs in our community and inspire a spirit of service in return. Our members, volunteers, supporters and staff demonstrate the power of what we can achieve by giving back together.

# Campaign Structure & Goals:



## Community Campaign Team Goals

Packinghouse Teams	Goal	% of Goal
Team Redlands	\$30,000	21.4%
Team Highland	\$50,000	35.7%
Team Preschool University	\$7,000	5%
Team San Bernardino	\$8,000	5.7%
Team Other & Board	\$45,000	32.1%
Totals	\$140,000	100%

# Community Campaign Calendar

Events:	Date:	Time:	Location:
Kick off	January 31	6:00pm	Redlands YMCA Lossett Room( upstairs)
Report Meeting 1	February 7	6:00pm	Martha Green's
Report Meeting 2	February 21	6:00pm	Martha Green's
Victory	March 6	6:00pm	TBA

# Reaping a Bountiful Harvest

- **Make your pledge first**

The most important thing a campaigner can do to be successful is to make their own gift first. It is much easier to ask others to give to a cause you have also given to.

- **Know your YMCA**

Be familiar with how the YMCA is using the campaign funds. Be able to interpret the campaign and the need for it.

- **Attend Training**

These sessions are designed to help campaigners feel comfortable asking staff to support the YMCA. In addition, we will provide you with the tools to be successful.

- **Attend Campaign Events**

Campaigner trainings, the kickoff -party, report meetings and victory events are great opportunities to meet other campaigners, learn more about Y programs, and create a sense of team work among our volunteer community!

- **Plan your approach**

What concerns do they have about the community or youth? What interests do they have? Include information on programs that your donor might consider giving to. Know your donor's past giving to the Y. Plan how much you will ask them to give or increase their previous pledge amount.

- **Share The YMCA Story**

Tell the value of the YMCA programs. Use stories of individuals to demonstrate community needs. Then relate the prospect's contribution as creating specific opportunities. By appealing to the self-interest of the donor, a campaigner is more likely to secure a favorable response when asking for a contribution

- **Pledge Card Etiquette**

Turn them in! Pledge cards should be treated like gold they are critical and valuable to the campaign. Experience shows that only one in 100 who says, "Leave the card; I'll mail it in", ever does. If you cannot get a decision on the first visit, take the card with you when you leave. The pledge card is critical to the campaign operation. Every effort is made to ensure there is only one card per prospect to protect the prospect from being called more than once. Campaigners may request a certain person's but need to clear the name first. There are 2 different pledge cards that can be used to securing a donation. If a donor has given previously, a pre-populated pledge card will be produced and given to the campaigner assigned to that donor.

# How to Use the Pledge Card

The pledge card is critical to the campaign operation. The information printed on pledge cards is used to recognize donors, send thank you notes, and mail tax receipts at the end of the year. All donors have until December 31, 2024 to pay off their pledge.

## Completing the Cards:

1. Print the donor's complete name, address, phone number, and email address.
2. Print your name on the campaigner's name line so the gift will be credited to you and your team.
3. Indicate the donor's wishes to be recognized in printed material by filling in the "Donor Recognition" section.
4. Get their signature. The signature emphasizes the commitment.
5. Please keep their donation amount and personal information confidential. Do not show the pledge to others.

## Returning the Cards to the YMCA

During the campaign, reports are published once a week. Please turn in your completed pledge cards promptly so your work will be reflected on the weekly reports. Turn in pledge cards to your Team Assistant.



Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Email \_\_\_\_\_

Phone Number \_\_\_\_\_

### Your one time donation of:

**\$25**

Allows a child to  
engage in a session  
of performing arts

**\$50**

Teaches one  
student vital water  
safety skills

**\$120**

Offers a child the  
ability to join in a  
season of Y sports

In support of the YMCA's cause to build a stronger community,

**I PLEDGE: \$** \_\_\_\_\_

### I will fulfill my pledge as follows:

- ☐ My cash is attached.
- ☐ My check is attached.  
(Make check payable to YMCA of the East Valley)
- ☐ I would like to pay with credit card online at  
[ymcaeastvalley.org/give](https://ymcaeastvalley.org/give) or text YIGIVE to 71777

### Payment Schedule:

- ☐ One payment of \$ \_\_\_\_\_ on \_\_\_\_ / \_\_\_\_ / \_\_\_\_
- ☐ Monthly. \$ \_\_\_\_\_ charged on the \_\_\_\_ day each month.
- ☐ Quarterly. 4 payments of \$ \_\_\_\_\_
- ☐ Semi-Annually. 2 payments of \$ \_\_\_\_\_  
Start Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ End Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_
- ☐ Please send me a payment reminder.

### Donor Recognition:

Please use the following name for donor acknowledgment:  
(ex. Jones Family, ABC Bank, Jane & Joe Smith)

Donor Recognition Name (Please Print) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Campaigner's Name \_\_\_\_\_



# Making a Difference

Last year, campaigners, volunteers and members, including many of you who are joining us again this year, helped raise awareness about our Annual Campaign through outreach and sharing personal Y stories. Through those efforts we were able to raise more than \$413,000.

## WHAT YOUR GIFT PROVIDES

Each year, hundreds of people come together across the East Valley to support the Y, and to raise funds for individuals and families in need so that they may participate in Y programs. All donations no matter the amount provide outreach and scholarships to support our youth, seniors and families of all types.

## IT'S ABOUT PEOPLE

The YMCA is a place where everyone is welcome regardless of race, age, religion or financial standing. The Annual Campaign raises funds for families who can't otherwise fully afford YMCA programs and services. It focuses specifically on providing children and teens with safe outlets, positive role models and opportunities to achieve their full potential.

## IT'S PROVIDING RESOURCES TO SUPPORT THOSE IN NEED

Campaign contributions are invested in people. Money raised is used to support programs and services for children, teens, adults and families in your community.

## IT'S AN OPPORTUNITY TO GIVE BACK TO THE COMMUNITY

The YMCA of the East Valley is a 501(c)(3) tax-exempt organization and a philanthropic organizations in the community, dedicated to helping children and families live healthier and more productive lives in spirit, mind and body.

## I Give Because...

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# Packinghouse Growers Rewards

Advocating for the Y's cause and raising funds for our programs can unlock some fun Y items. During Report Meetings and our Victory Celebration, we'll award our Quota Busters with a special token of appreciation for their advocacy and support.

**Single Quota Buster:**

**Raises \$600 – \$1199**

**Double Quota Buster:**

**Raises \$1200 – \$1799**

**Triple Quota Buster:**

**Raises \$1800**

Want to win bigger awards? We give great prizes away for our MVP Campaigner, Rookie of the Year, Veteran Campaigner with Most Dollars Raised, and more!

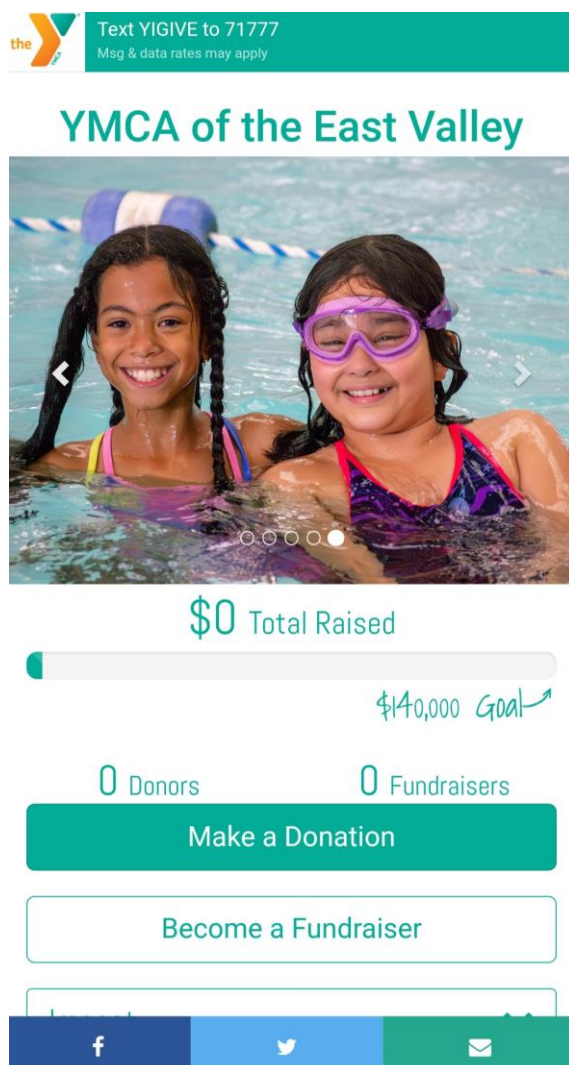
# Online Fundraising

Now you can easily fundraise virtually with a simple donation form and a personalized fundraising page. As you learned from the training meeting face-to-face is most effective when asking for a gift.

Online Fundraising is an additional resource to help in meeting your goal, but should not be used as the only tool.

From your Phone:

**Text YIGIVE to 71777**



This will send you a link on your phone to support the annual campaign by donating or becoming a fundraiser.

**From your computer:**

<https://app.mobilecause.com/vf/YIGIVE>

## Create Your Personalized Fundraiser Page

To utilize Mobile Cause to its full advantage, you'll need to click on 'Become a Fundraiser'. It's a simple form that will take less than a minute to complete. Once you finish inputting your information, Mobile Cause will create your own fundraiser page that you can share with friends and family or on social media.

**Please Note:** Your fundraising page will only reflect donations made on Mobile Cause. Donors that write checks, submit pledges, or pay in cash will not be reflected on your fundraiser page.



First Name

Last Name

Mobile Number

Email \*

 Become a Fundraiser

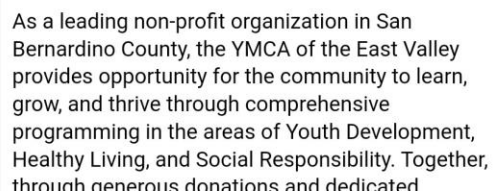
After completing the online form, you can personalize your page and get sharing! The whole process should only take a few minutes!



### Upload Profile Picture



## Message for Your Supporters



# YMCA of the East Valley



\$100 Goal 

0 Donors

0 Fundraisers

## Make a Donation



After personalizing your page share it on social media or text it with your code to friends.



Msg & data rates may apply

Got any Mobile Cause questions? Feel free to connect with your staff assistant, this the person that recruited you to help with campaign.



# Victory Celebration

As a thank you to all our fundraisers at our Victory we will be raffle multiple gift baskets. Raffle tickets will be awarded to our fundraisers that participate and help each team reach the finish line before our Victory Celebration.

**Win raffle tickets in the following ways:**

## **1 Ticket**

When you give a gift and give a gift

## **1 Ticket\***

For each campaign event you attend: Kickoff, each report meeting, and Victory

## **2 Ticket**

For meeting your quota of \$600 in gifts/pledges

## **2 Tickets**

For double quota busters of \$1200 or more in gifts/pledges

## **3 Tickets**

For triple quota busters of \$1200 or more in gifts/pledges

**\*In order to win raffle tickets for Victory baskets you must have given a gift and received at least 1 gift.**

**Be sure to RSVP today with your staff assistant for the Victory Celebration.**