



# OPENING DOORS CHANGING LIVES!

**YMCA OF THE EAST VALLEY**  
**2026 ANNUAL GIVING CAMPAIGN**



**YOUR CAMPAIGN GUIDE**

# WELCOME



Dear YMCA Volunteers and Staff,

For 140 years our YMCA world movement has been about telling stories of how we have influenced change, served families and saved lives for the betterment of all. As one of the oldest YMCA's in the United States, our YMCA makes an immense impact on the lives that we are charged to serve.

Because of you and your commitment to the youth and families in our community, the YMCA of the East Valley continues to create opportunities and increase access in our communities, helping the Y fulfill its mission and vision.

Giving is essential to achieving our goal of helping people in need, and to help fulfill the promise that no child, family or adult is ever turned away from the Y because of their lack of ability to pay.

We are thankful to our volunteers and staff, and for the impact our generous donors make by giving back to the communities we engage. The funds raised during our Annual Campaign are used to subsidize the cost of programs and fund program and membership scholarships, allowing us to ultimately impact thousands of lives every year.

With Thanks and Appreciation,

Brandi Collato  
President & CEO

## 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, the YMCA of the East Valley was able to raise over \$448,000 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

Many 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 Redlands, Highland and San Bernardino and share how they too can have the opportunity to give back.



# OUR GOALS

## MAKE FOR A BETTER US

### YMCA of the East Valley Campaign Overview

Last year, the YMCA of the East Valley raised over \$448,000 to provide financial assistance to help fulfill our mission to serve all people in our communities, regardless of their ability to pay.

**ASSOCIATION GOAL**  
**\$466,000**

**REDLANDS GOAL**  
**\$95,000**

**HIGHLAND GOAL**  
**\$18,000**

**SAN BERNARDINO GOAL**  
**\$55,000**



# GET TO KNOW US

## About Your YMCA of the East Valley

### OUR MISSION

The YMCA of the East Valley 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.

### 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 their ABCs, learn to share, learn about sportsmanship, build leadership skills and most importantly, learn how to be themselves. That 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, thousands in our local communities 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 the East Valley was established in 1887 and touches the lives of nearly one out of every eight people in our community.



# BETTER TOGETHER

## Your Role as a Volunteer

**A**s 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 of every prior donor at your YMCA. These lists are available for you to look over 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 FORMS WEEKLY

Please turn in forms in your report envelope 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.

### MY CHECKLIST

☐ YES! I made my gift

Training Dates:

Kick-Off Party:

Report Parties:

Victory:

☐ YES! I activated/updated my giving web page

☐ YES! I wrote my story on page 10

☐ YES! I made my list of prospective donors

Submit Pledges To:



# COMMUNITY MINDED

## Matching Company List

**D**o you want to double the impact your donation makes to the YMCA of the East Valley? 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 the East Valley get the benefit of a doubled donation.

Note: This list is not comprehensive and always changing. 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.

### 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.

No matter the process, we are here to help make it easier for you. 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.

Scan the QR code below to access a comprehensive list provided as a resource for you. It is not all-inclusive and is updated on a regular basis. For additional information please contact Maritza Solis, VP of Mission Advancement at [msolis@ymcaeastvalley.org](mailto:msolis@ymcaeastvalley.org).





# MAKING YOUR GOALS

## 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. 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.

### VETERAN CAMPAIGNER?

Help us double our impact and take the extra step to ask for an increased gift. Thank the donor for their previous gift and explain how an increased contribution can make a greater impact.



# STAYING CONNECTED

## Online Campaign Tools



**T**he YMCA of the East Valley Annual Campaign web page is devoted to campaign information. 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?

### INFORMATION

- Learn more about the Annual Campaign and the YMCA programs made possible by campaign contributions.
- 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 can go to [fundraise.givesmart.com/vf/YIGIVE/](https://fundraise.givesmart.com/vf/YIGIVE/) to create a profile and be able to raise funds online. You'll also be able to share your link easily via email or social media channels. Donors that don't have your personal giving link can also click the "DONATE" button at the top of the [ymcaeastvalley.org](https://ymcaeastvalley.org) website.

## YMCAEASTVALLEY.ORG/GIVE

### WAYS TO SHARE

- Share your link to the website through Facebook and other social media outlets, 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, Tik Tok and Instagram to share your campaigner page. Every gift you get through your page goes straight to your goal!

### FOLLOW US

- Facebook — [facebook.com/ymcaeastvalley](https://facebook.com/ymcaeastvalley)
- Instagram — [instagram.com/ymca\\_eastvalley](https://instagram.com/ymca_eastvalley)

### CAMPAIGN RESOURCES

Need to send a digital version of the brochure? Or how about a sample letter that you can personalize and send to a donor?

[www.ymcaeastvalley.org/annual-campaign-resource-center](https://www.ymcaeastvalley.org/annual-campaign-resource-center)





# PREPARING FOR SUCCESS

## Creating Your Campaigner Page

### YOUR CAMPAIGNER PAGE IS CRITICAL TO THE CAMPAIGN OPERATION!

You can set up your customizable campaigner page by going to the link below or by sending a text. From there, you will be taken to the fundraising website to set up your page. You will be able to create and update your profile.

On your Desktop: [fundraise.givesmart.com/vf/YIGIVE/](https://fundraise.givesmart.com/vf/YIGIVE/)

On your Phone: Text **YIGIVE** to **71777**



the Y logo

First Name  
First Name

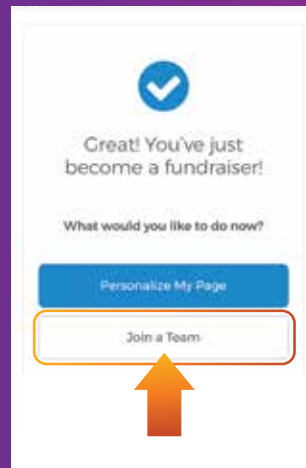
Last Name  
Last Name

Mobile Number  
Mobile: xxx-xxx-xxxx

Email \*  
name@example.com

[Become a Fundraiser](#)

Enter your name, phone number and email address. Then click on "Become a Fundraiser".



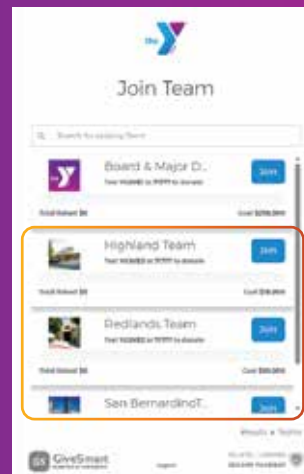
Great! You've just become a fundraiser!

What would you like to do now?

[Personalize My Page](#)

[Join a Team](#)

Click on "Personalize your Page".

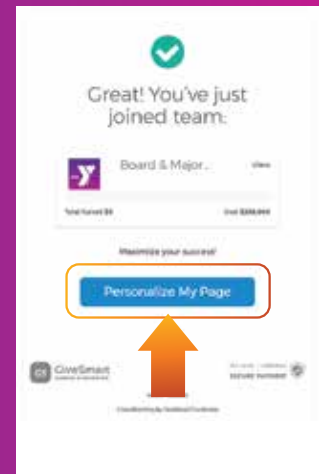


Join Team

Search for existing Team

Team	Goal	Join
Board & Major D...	Your mission is to...	Join
Highland Team	Your mission is to...	Join
Redlands Team	Your mission is to...	Join
San Bernardino...	Your mission is to...	Join

Choose the team you are part of. It will be either Highland, Redlands or San Bernardino.



Great! You've just joined team:

Board & Major D...

Total Funded \$0 Goal \$100,000

Maximize your success!

[Personalize My Page](#)

Add your photo, personalize your text and adjust your goal. You are now ready to fundraise.

## SAMPLE TEXT

### 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!

# STORYTELLING

## 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: \_\_\_\_\_  
year

My first experience with the Y was as a/an: \_\_\_\_\_  
child /adult

when I \_\_\_\_\_  
describe how you first got involved

Currently, at the Y I am a/an: \_\_\_\_\_  
job title

and serve our members and participants by: \_\_\_\_\_  
describe what you do

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

He/she come to the Y to/for: \_\_\_\_\_  
program, service or job

What inspires me about him/her is: \_\_\_\_\_  
describe your inspiration

The Y has helped 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 story and say:  
member, participant, volunteer or staff

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# MAKING THE ASK

## 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?"

- 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 scholarships 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 10.

### 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 \$100

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- A gift of \$250

---

- A gift of \$500

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- A gift of \$1,000

---

- A gift of \$2,000

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### SUGGEST ONLINE GIVING WHEN APPROPRIATE

"You can also make a donation online at [www.ymcaeastvalley.org](http://www.ymcaeastvalley.org). Just click the button at the top of the page."

- "Select the [Branch] and the [Designation] from the pull-down menus, and then add my name in the comments section. Enter the amount you'd like to contribute and your contact information. 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 an acknowledgement (and a email confirmation 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 pay your gift in full 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.

To feel best prepared, 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?



# CIRCLE OF INFLUENCE

## CIRCLE OF INFLUENCE WORKSHEET



The diagram consists of a central purple circle with the word "YOU" in white. Surrounding this central circle are eight rectangular boxes, each representing a different category of influence. Each box has a title and three horizontal lines for writing. The categories are: Associates Through Work, Business Owners You Know, Your Relatives, Professionals You Know, People You do Business With, Successful People You Know, Your Neighbors, and Members of Organizations. The boxes are arranged in a circular pattern around the central "YOU" circle.

**YOU**

**Associates Through Work**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Business Owners You Know**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Your Relatives**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Professionals You Know**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**People You do Business With**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Successful People You Know**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Your Neighbors**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Members of Organizations**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# MY TRACKING WORKBOOK

## NOTES

[illegible]



## OUR MISSION

The YMCA of the East Valley is an association of people of all ages, ethnic groups and religious affiliations founded on Christian principles and dedicated to building strong kids, strong families and strong communities through programs that develop spirit, mind and body.

[ymcaeastvalley.org/give](https://ymcaeastvalley.org/give)