



COMMUNITY CHAMPIONS

DIVERSITY PHILANTHROPY
WELCOMING HOPE GRATITUDE GLOBAL
DO COMMUNITY SERVICE GENEROSITY
GOOD BE COMPASSION SERVICE
YOURSELF

2020 Annual Giving Campaign
YMCA OF AUSTIN

TOGETHER WE CAN BUILD A BETTER US

OUR MISSION

To put Christian Principles into practice through programs that build healthy spirit, mind and body for all.

OUR VALUES

Our core values unite us as a Movement. They are the shared beliefs and essential principles that guide our behavior, interactions with each other and decision-making. Our four values:

- Caring: Show a sincere concern for others
- Honesty: Be truthful in what you say and do
- Respect: Treat others the way you would want to be treated
- Responsibility: Be accountable for your promises and actions

OUR PROMISE

The Y is dedicated to building programs for youth development, for healthy living and for social responsibility that promote strong families, character values, youth leadership, community development and international understanding. We believe that together we can make a change for the better.



COMMUNITY CHAMPIONS 2020 ANNUAL CAMPAIGN FUNDRAISING TOOLKIT

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WELCOME FROM OUR PRESIDENT & CEO

Dear Friends of the Y,

Thank you for investing your time, talents and financial resources in our 2020 Annual Campaign. From the start, it's important to understand one thing: while this campaign raises critical funds that enable our work, it also accomplishes so much more.

A successful annual campaign mounted by YMCA volunteers and staff helps us achieve our Mission and strengthen the unique nature of our organization in a variety of key ways.

It enables us to provide financial assistance to those who can't afford program and membership fees. It also generates funds to support mission-based programs that require subsidies to cover operating costs. And, this campaign also brings our community together around a shared mission. Through your efforts, it creates a greater understanding of the wide scope and impact of the Y.

Our campaign is both about raising dollars and about sharing our Y story - giving others a chance to join in building a stronger community, in whatever way is meaningful to them. The satisfaction that comes from helping others is hard to match. You are making that possible, and for that we are deeply grateful.

Sincerely,



James P. Finck
President & CEO

OUR 2020 ANNUAL CAMPAIGN

The Annual Giving Campaign is the YMCA of Austin's annual fundraising drive. It is the primary effort of the Y to raise the important funding used to support financial assistance for individuals and families in our communities and to expand programming. Annually, the Y provides approximately \$2.6 million in financial assistance, which makes the Y's membership and programs accessible to 40,000 people.

100% of Annual Giving Campaign contributions are used to ensure that all individuals may participate in YMCA membership and programming, regardless of their ability to pay.

WELCOME FROM OUR 2020 CAMPAIGN CHAIR

Dear Fellow Campaign Volunteers,

Your support of the YMCA of Austin is truly making a difference in our community! I am so proud to be your Campaign Chair as we enter a new year of uplifting our Y, which uplifts so many of our neighbors in return.

Every dollar that you contribute, or help to raise, will be used towards financial assistance. I have seen the impact of this firsthand, at my Hays Communities branch, where approximately 1 in 5 of our members and program participants are served through funds raised by this campaign.

As you are out there sharing the Y with your friends and family, I hope you remember the individuals you are helping: the kids who will now have a better summer; the parents who can breathe easier knowing their kids are safe after school; and each family who can create a healthier lifestyle. These experiences are gifts, and I thank you for giving them!

I hope to see you at events throughout the campaign! Thank you in advance for all that you do to create a YMCA for ALL.

Gratefully,

Amanda Rickman
2020 Annual Campaign Chair, YMCA of Austin
Board Chair, Hays Communities YMCA

2020 BRANCH CAMPAIGN CHAIRS

Kelli Craddock
Southwest Family YMCA

Bart Gunkel
Metro / Association Office

Amanda Morante
Hays Communities YMCA

Alesandro Dominguez
North Austin YMCA

Cameron Hughey
Northwest Family YMCA

Anthony Pavich
East Communities YMCA

Carlos Greaves
TownLake YMCA

Kim Langridge
Extend-A-Care YMCA

HOW IT WORKS: COMING TOGETHER TO MAKE A MAJOR IMPACT

WHY IT MATTERS

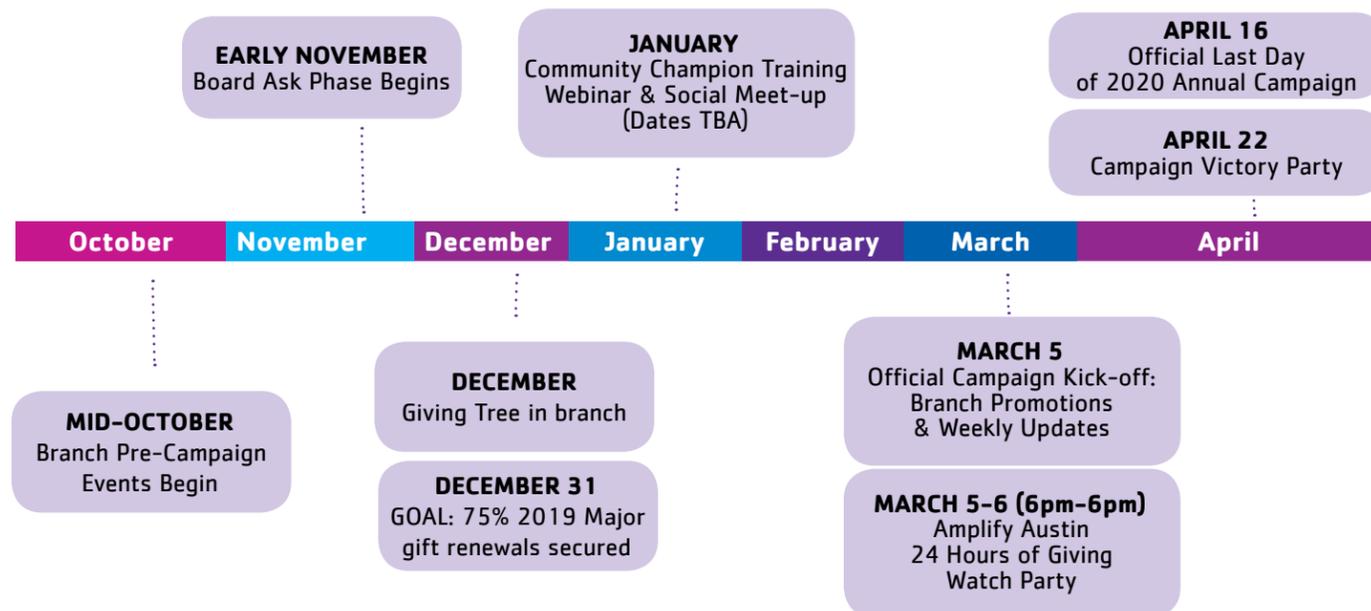
The YMCA of Austin is a leading non-profit organization whose mission is to serve the community through programs that build a healthy spirit, mind and body for all – regardless of background, lifestyle or economic status. We believe that lasting personal and social change can only come about when we all work together to invest in our kids, our health and our neighbors. The crucial funding raised through the Annual Giving Campaign make programs and opportunities accessible to people and communities that they would not have otherwise.

HOW IT WORKS

More than 300 people – members of the YMCA staff and volunteer Board as well as community volunteers – join together to share the YMCA’s impact to their networks and ask for support. The campaign is as much about “friend-raising” as it is about raising funds to ensure that the YMCA’s life-changing programs are available to all, regardless of financial circumstance.

WHEN IT HAPPENS

While fundraising takes place year-round, the Annual Giving Campaign is a focused effort that begins in the Fall with staff and Board giving activities, and culminates in our broad, community-facing campaign in the Spring. Community Champions are welcome to join at any time during the year! Every donation is important and contributes to our Y’s success. Most YMCAs across the country have an Annual Giving Campaign that is structured in a similar way, so you can know that your efforts are part of a national movement.



2020 CAMPAIGN GOALS

INCREASE MEMBER GIVING TO 10%

By educating members about the Y’s impact – both within and beyond the four walls of each branch – we hope to increase member giving such that 10% of our member base is inspired to contribute. We will ensure that members are hearing about the campaign and understand how they can contribute.

RECRUIT 5 ADDITIONAL COMMUNITY CHAMPIONS AT EACH BRANCH

Community Champions are community leaders who are fundraising for the Y – either digitally, through a special event such as a birthday party or race, or by asking friends face-to-face. By expanding our network of advocates, we know that the Annual Giving Campaign can be even more successful!

REACH EACH BRANCH’S FINANCIAL GOALS

Each branch has its own Annual Campaign goal based on historical fundraising results and organizational need.

BRANCH	2020 GOAL
Bastrop	\$34,000
East Communities	\$61,660
Extend-A-Care YMCA	\$72,450
Hays Communities	\$71,000
Metro	\$330,000
North Austin	\$50,500
Northwest	\$110,000
Southwest Family	\$55,000
Springs Family	\$62,000
TownLake	\$175,000
YMCA Camp Moody	\$20,000
OVERALL ASSOCIATION GOAL	\$1,041,610



#1 GOAL FOR 2020: CELEBRATE EVERYTHING!

Every contribution is important! In 2020, it is our intention to celebrate everything: every gift and every connection. The YMCA is a movement – and that movement is most effective when we work together and uplift each other.

As a Community Champion, you can help us reach this goal by thanking fellow volunteers, offering to call first-time donors, or simply bringing joy and gratitude to your branch!

THE MECHANICS: SUBMITTING DONATIONS

We want to ensure that every donation you raise in support of the YMCA is securely processed and promptly acknowledged. Please follow the instructions below when submitting your donations:

CREDIT CARD CONTRIBUTIONS

The simplest method to receive gifts is through your online fundraising page. Your donors can donate directly through the page, and their gift will instantly appear on your donor scroll – even if they have opted to remain anonymous! They will also receive an automatic tax receipt. Please encourage your friends and family to contribute in this way whenever possible.

CHECK CONTRIBUTIONS

Please instruct donors to make checks payable to the YMCA of Austin and to write your name and branch on the memo line. This will ensure that we can notify you of the contribution and give you – and your chosen YMCA branch – credit for the funds you have helped to raise. Whenever possible, checks should be sent to our Association Offices at:

YMCA of Austin
Attention: Development Department
3208 Red River Street Suite 200
Austin, Texas 78705

CASH CONTRIBUTIONS

Please encourage your donors to make donations by check or credit card. If they give a cash donation, please convert the cash to a money order, write your donors' name(s) and contact information on the money order, and mail this to us at the address listed above.



WAYS TO GIVE

- **ONE-TIME:** This is the most popular way to contribute! One-time donations may be made in any of the forms above, or as an “add-on” to a monthly Y membership.
- **MONTHLY:** Donors can sign up for a monthly donation when giving online.
- **PLEDGE:** Supporters can pledge a donation through the year-end or as a multi-year gift.
- **OTHER:** We gratefully welcome the chance to discuss other ways of supporting the YMCA of Austin’s important work, including through gifts of stock, corporate sponsorships, or in-kind contributions.

GETTING STARTED: TIPS & TOOLS FOR SUCCESS

MAKE IT PERSONAL: TELL YOUR Y STORY

Think about the reasons why you support the Y, and share your story. You may be surprised what you learn about your network and how your story and passion can touch others’ lives, too.

GIVE TO YOURSELF

Make a donation towards your personal campaign and ask others to join you in giving.

SHARE THE YMCA IMPACT

The stories about the YMCA’s impact in our community are seemingly endless. Visit the YMCA of Austin Youtube page and social media pages, and share stories and videos with your network.

ASK ... AND FOLLOW UP!

Remember that your network is busy and regularly flooded with e-mails and social media messages. Following up is the key to success! Send a friendly follow up, and include a pertinent update – like your progress towards your personal goal, a new inspirational Y story, or a countdown to April 16th (the last day of the 2020 campaign)!

USE THE DIGITAL PLATFORMS

Giving online is by far the easiest, most direct way to donate. Set up a personal fundraising page, and share the link by e-mail and social media. You can become a fundraiser with the Y from January–March 6th on Amplify Austin, and year-round through the Y website. When you fundraise online, you and your donors can see your progress instantly and supporters will receive an immediate tax receipt. Contact the YMCA if you need assistance setting up your page.

HOST A GET-TOGETHER

In addition to sharing your efforts online, host a gathering! It could be a simple face-to-face coffee before work, or a small event at home intended to raise funds. Getting together with friends to support causes you care about can be incredibly rewarding.

SHARE YOUR THANKS

Always remember to thank your donors. Get creative and make it fun! Recognize your supporters on social media by tagging them on Facebook or Instagram. And, if you want to send traditional thank-you cards, the Y has printed cards for Community Champions. Simply ask and we will gladly send you some!
Bonus: Every donor who gives \$100 or more will receive a special t-shirt from the YMCA!

INVITE YOUR DONORS TO THE Y

Tours of the YMCA are more than facility tours; they are opportunities to hear about the heart of the Y’s work in the community and the deep impact that our programs are making. If you would like to arrange a cause-driven tour for your prospective donor or group of friends, please contact one of the branch contacts listed on page 5 of this toolkit. We would be honored to host you!

FAQs & COMMUNICATION TEMPLATES

Please modify the following sample templates as you wish. Follow the YMCA on the major social media channels for posts that you can easily share, along with a link to support your campaign. Plus, access and share videos from the YMCA of Austin's Youtube channel!

If you would like more information about a specific program, please contact your branch representative or the YMCA Development Department.

Connect on Social Media

Find Us



Facebook.com/AustinYMCA



Twitter.com/AustinYMCA



Instagram.com/AustinYMCA

Campaign Hashtags

#AustinYMCA

#YMCAforALL

#ILiveHereIGiveHere

#ForABetterUs



FREQUENTLY ASKED QUESTIONS



WHAT IS THE YMCA?

The YMCA is a not-for-profit 501(c)3 organization funded by membership and program fees, contributions from YMCA friends, corporations, foundations and grants. The YMCA of Austin does NOT receive United Way support or government funding. 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 Austin raises funds through our Annual Giving Campaign. Contributed funds do not pay for branch operations, campaign expenses, or support for other branches. 100% of each donation goes towards financial assistance.

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

Your support in this campaign will provide safe, high quality, character-building programs for children, teens, adults and families who need our Y. It will enable us to ensure a YMCA for all through financial assistance to individuals who could otherwise not afford membership fees.



WHY MIGHT 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 for adults and families to lead healthy lives and to help young people grow into responsible adults. The YMCA makes our community a better place to live and work.



CAN I MAKE A DONATION OF GOODS OR SERVICES?

Potentially, yes! These gifts are called in-kind donations. While they do not count towards campaign goals, once approved by the Development team, they can help offset organizational expenses and help enhance our work.

MAKING THE ASK: A SCRIPT

1. INTRODUCE YOURSELF

"Hi <FRIEND NAME>, this is <YOUR NAME>. As you may know, I am a volunteer with the YMCA of Austin. We are launching our annual fundraising drive for 2020, which helps so many children and families in the community. Thank you again for taking the time to talk with me about the YMCA and the good work we are doing."

2. DISCUSS THE YMCA

"I'm a volunteer in the Y Campaign because (tell about your Y involvement if it's appropriate)... "Have you had any experiences with the Austin 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.)

3. DISCUSS THE CASE FOR SUPPORTING THE YMCA

"This year, our goal is to raise just over \$1 million to support programs and services that will help children and families throughout the metropolitan Austin area. 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 Child Care, 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, so that we provide vital support for parents. That's why we say that the YMCA 'strengthens the foundations of our community.'"

4. REQUEST A SPECIFIC DOLLAR AMOUNT

"I'm hoping you will consider a contribution of \$\$\$ this year, or \$\$\$ per month for 10 months. Would you consider that?" (Silence...let them answer.) If prospect is unresponsive... "Let me give you a better idea of how you can help. These are examples of how far your gift to support financial assistance at the YMCA can go..."

- A gift of \$50 can help teach a child to swim and help save a life.
- A gift of \$150 enables a child to attend Y Summer Camp and create life-changing experiences.
- A gift of \$150 enables one cancer survivor to participate in our LIVESTRONG at the YMCA program.
- A gift of \$500 enables one child to experience a safe and enriching afterschool experience for half of the school year.
- A gift of \$1,000 can help one family participate in the Y Early Learning Readiness program.

SUGGEST ONLINE GIVING WHEN APPROPRIATE

"You can also make a donation online at www.austinyymca.org. Just click the 'Donate Now' button on the home page and it will take you to a secure page. Enter the amount you'd like to contribute, select the [BRANCH NAME] from the pull-down menu and then my name from the list under that. It's safe and easy." [or reference your personal eCampaigner page] You can also make a donation online using my personal eCampaigner 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; is the information on this pledge card 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."

5. MARK YOUR CALENDAR FOR FOLLOW-UP IN MAY 2020

"Earlier this year you supported the Annual Campaign! I wanted you to know that, with your help, the Annual Campaign raised \$####. This will make an impact in several ways including..."

THINGS TO REMEMBER

- People don't give because they haven't been asked.
- Being asked to give = a chance to feel good and do good.

SAMPLE E-MAIL / LETTER

Dear Friend,

I am thrilled to share that, as a supporter of the YMCA of Austin, I am participating in this year's Annual Giving Campaign to continue making the YMCA accessible and affordable for all. [I became involved with the Y because [insert your personal connection, or why you personally support the Y].

The Y's mission is important to me because I care about creating a safe place for everyone in our community to come together - to improve themselves, to gain healthy habits, to build new friendships and so much more. The Y makes that possible.

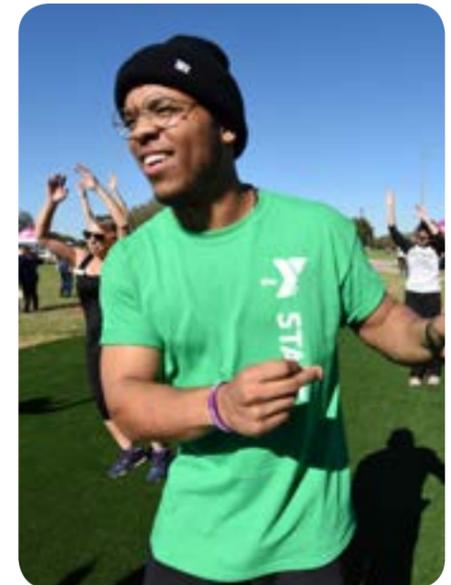
The Y's reach is tremendous - and your support of the Annual Campaign will help ensure that everyone has access, regardless of financial ability. The YMCA of Austin has 9 branches throughout the Greater Austin area, where they serve 100,000 members. An additional 30,000 people participate in Y programs, including LIVESTRONG at the YMCA, summer camp, afterschool, and Early Learning Readiness. During the summer, the Y operates 30 day camps serving 3,500 kids. And, during the school year, more than 5,000 students at more than 100 schools will have a safe after-school experience with the Y.

My personal goal is to raise \$[insert goal] by April 16th. Every donation makes a difference - no matter the size. All donations will go towards financial assistance at the Y, making sure that everyone has access regardless of financial ability.

To make a contribution, please visit my personal fundraising page: [insert direct URL]

Sincerely,

P.S. If you'd ever like to learn more about the Y, let me know - I'd be glad to set you up with a 20-minute impact tour and show you how the Y is so much more than a gym. Thanks again for helping ensure that everyone in our community can access the Y.





**Thank you for being a YMCA Community Champion!
You are helping to make the 2020 Annual Campaign - and all we do - a success!**

