



YMCA of Austin | Annual Giving Campaign E-mail Template

Initial Fundraising Announcement E-mail:

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 learn 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 in our community 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.



Follow-up Email

Subject: [X] more weeks to reach my goal

Dear Friend,

As you may know, in [insert countdown, i.e. 14 days] the YMCA of Austin's Annual Giving Campaign will reach its last day of the public campaign!

While you can still give year-round, giving before April 16th is especially important to help our branch reach our goal by the campaign deadline.

The YMCA is an important resource to so many individuals and families who benefit from access to the health facilities, afterschool care, early learning readiness programming, senior health and fitness activities, and more. And financial assistance makes the Y accessible to more people. **In fact, last year more than 40,000 individuals benefited from financial assistance at the Y!**

When you give to the YMCA of Austin's Annual Giving Campaign, you support financial assistance at the Y – ultimately helping our neighbors and community thrive. I've chosen to support this organization that makes such a big difference to our area, and I hope you will too.

Please consider making a contribution to my campaign, which you can find via this link: [insert URL]. An incredible 100% of your contribution will be used towards financial assistance. And, no donation is too small – every dollar truly makes a difference.

Thank you in advance!