



2024 ANNUAL GIVING CAMPAIGN

CAMPAIGN LEADERSHIP HANDBOOK

POWER YOUR COMMUNITY.

WELCOME FROM OUR CAMPAIGN CHAIRS

Dear YMCA Volunteers and Staff,

We are thrilled to extend a warm welcome to each one of you, and we are honored to serve as your 2024 Annual Giving Campaign Chairs.

This campaign is a call to action, an opportunity for us to come together and generate positive change. Whether you are a longtime supporter or someone new to the Y family, your involvement is crucial to our success. Together, we can empower individuals, strengthen families, and nurture the potential of every community member.

As we come together for this year's Annual Giving Campaign, we're not just raising funds; we're building bridges of opportunity and making a lasting impact on the lives of those around us. Reaching our ambitious goals enables the Y to continue providing essential programs and services that make a difference in the lives of countless individuals, allowing them to flourish and thrive.

Stay engaged with updates and events throughout the campaign as we highlight the transformative power of our collective efforts. Your dedication is the driving force behind our shared success, and we are confident that, with your support, we can make this year's campaign the most impactful one yet!

Together, we make the connections that power our community. Thank you for joining us in this important work.

With Gratitude,

Blaine Brunson

Annual Giving Campaign Chair

Kierstan Schwab

Annual Giving Campaign Vice Chair

ABOUT THE GREATER AUSTIN YMCA

MISSION STATEMENT

Our mission serves all ages, cultures, races and ethnicities, genders, sexual orientations, abilities, and faiths. We recognize our heritage, the power of love, and a culture of belonging within our mission: To put Christian principles (such as caring, honesty, respect, and responsibility) into practice through programs that build a healthy spirit, mind, and body FOR ALL.

We will strengthen communities across Central Texas through meaningful innovation, equitable access, and a sustainable approach in these impact areas:

ENERGIZE A SUSTAINABLE FUTURE

We work to meet the needs of the present without compromising the future by forging a path to environmental and financial sustainability.

ELEVATE QUALITY OF LIFE IN CENTRAL TEXAS

We make Central Texas one of the best places to live by improving total health and wellbeing, creating meaningful connections, assisting neighbors and inspiring all people to reach for their full potential.

EXPAND EQUITABLE ACCESS

We build bridges to promote understanding, amplify community voices, and ensure equitable access to opportunities to learn, grow and thrive.

EMPOWER & EDUCATE YOUNG PEOPLE

We give equal access to quality education, enriching experiences and meaningful work to help children and young adults power their purpose toward a bright future.

POWERING PROGRESS: COMMUNITY IMPACT



35,000+ life-changing experiences
Individuals receiving Financial Assistance



2,000+ safer swimmers
Children and toddlers participating in free swim lessons



1 in 4 students benefit from financial
assistance and access to quality care
Children in Afterschool, Summer Camps and Holiday Camps



180+ barriers broken
Adaptive Programs and Camp-in-Motion



10,000+ young athletes learn teamwork,
sportsmanship and healthy habits
Youth Sports Programs and Sports Clinics



200+ teen students benefit from financial
assistance for civic engagement programs
Youth & Government District & State Programs

**Annual data*

ENERGIZING OUR COMMUNITY TOGETHER



WHY IT MATTERS

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 makes programs and opportunities accessible to people and communities that they would not have otherwise. The Greater Austin YMCA provides nearly \$2.5M in financial assistance each year.

HOW IT WORKS

More than 300 people – volunteers, board, staff, as well as community members – join together to share stories of impact and invite those in their networks to support the Y. The campaign is as much about “friend-raising” as it is about raising the critical 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 appeal in the Spring. Most YMCAs across the country have an Annual Giving Campaign that is structured in a similar way, making you a part of a national movement.

YOUR ROLE

Throughout the year, and especially during the Annual Giving Campaign, we rely on our volunteers and staff to be advocates and champions of our mission. This is achieved by sharing our stories, communicating impact, connecting people to our mission, and providing them the opportunity to give back to their community in a meaningful way. Every effort, big or small, contributes to our shared success. Together, we can empower individuals, strengthen families, and amplify the positive impact of the Y in our communities.

CAMPAIGN CALENDAR & GOALS

November 2023 – February 2024 | Staff & Board Giving Phases

March 25 – April 26 | Community Giving Phase

March 27 | Official Kick-Off Event

May 9 | Official Victory Celebration Event

**Please check with your local Y leadership for center-specific events and activities!*

CENTER	2024 GOAL
Metro	\$ 500,000
TownLake	\$ 150,000
Northwest Family	\$ 60,000
Southwest Family	\$ 45,000
EAC-YMCA	\$ 44,000
Hays Communities	\$ 44,000
Springs Family	\$ 40,000
East Communities	\$ 25,000
COA/North Austin	\$ 20,000
YMCA Camp Moody	\$ 12,000
Total	\$ 940,000

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 inspire others.

GIVE TO YOURSELF

Make a donation towards your personal campaign and invite 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 Greater Austin YMCA YouTube page and other social media accounts and share stories and videos with your network.

ASK ... AND FOLLOW UP!

Following up is the key to success! Send a friendly follow up and include a pertinent update – such as your progress towards your personal goal, a new inspirational Y story, or a countdown to April 26th (the last day of the 2024 campaign)!

USE THE DIGITAL PLATFORMS

Giving online is an easy, 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 through our peer-to-peer platform BetterUnite. When you fundraise online, you and your donors can see your progress instantly and supporters will receive an immediate tax receipt. Contact your Y leadership 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 you to add a personal note to. Bonus: Every donor who gives \$100 or more, or becomes a \$10/month sustaining giver, will receive a special limited edition t-shirt!

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 an impact tour for your prospective donor or group of friends, please contact your Y leadership. We would be honored to host you!

CONNECTING THE COMMUNITY: WAYS TO GIVE

Donate Online

www.austinyymca.org/annual-giving-campaign

Our online donation site allows you to securely give to your local YMCA with a one-time, monthly, or pledge gift with any major credit card, or the option to be billed later to make your payment.

Give Monthly – Become a Sustaining Giver

www.austinyymca.org/sustaining-giver

Make a difference in your community each and every month. Become a Sustaining Giver and help create communities we all want to live in.

Pledge Your Gift

Complete a printed or digital pledge form, which allows you to securely give to your local YMCA with a monthly, quarterly or annually pledged gift. Fill out the total amount and then installments will be spread out evenly through December 2024 based on your preferences.

Find a Fundraiser

Support a fellow Y fundraiser or set up your own personal fundraising page by visiting our Peer-to-Peer platform at www.betterunite.com/austinyymca-2024annualgivingcampaign.

Make a Gift by Mail or In Person

Checks, made out to the Greater Austin YMCA, can be mailed to:

Greater Austin YMCA

Attn: Development Department

55 N. IH 35

Austin, TX 78702

In the check's memo section, please designate the allocation of your gift (i.e. East Communities Annual Campaign). You can also make a gift in person at the Welcome Center Desk of any local YMCA Center.

Donate Stock

Our online stock donation form provides you instructions for securely transferring stock to the Greater Austin YMCA. Please contact your local Y leadership for more information.

A Special Opportunity for Those 70½ Years Old and Older

You can give any amount (up to a maximum of \$100,000) per year from your IRA directly to a qualified charity such as the Greater Austin YMCA without having to pay income taxes on the money. Gifts of any value \$100,000 or less are eligible for this benefit and you can feel good knowing that you are making a difference at the Y. This popular gift option is commonly called the IRA charitable rollover, but you may also see it referred to as a qualified charitable distribution, or QCD for short.

EMPOWERING CHANGE: YOUR GIFT IN ACTION



\$50 provides lifelong—and lifesaving—swim and water safety skills for a child.



\$100 supports young athletes on a YMCA sports team, teaching them skills, confidence, and teamwork.



\$150 promotes creativity, independence, and lasting memories for a Y summer camper.



\$250 supports health and fitness programs for active older adults, bringing them together for fellowship, camaraderie, and fun.



\$500 empowers leadership skills and a sense of civic duty in middle and high-schoolers participating in YMCA Youth and Government.



\$1,000 provides an enriching and safe afterschool environment for a child, while giving parents and caregivers peace of mind.

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 Greater Austin YMCA's YouTube channel!

CONNECT ON SOCIAL MEDIA



[Facebook.com/AustinYMCA](https://www.facebook.com/AustinYMCA)



[Instagram.com/AustinYMCA](https://www.instagram.com/AustinYMCA)



[LinkedIn.com/AustinYMCA](https://www.linkedin.com/AustinYMCA)

CAMPAIGN HASHTAGS

#YMCA

#FORALL

#PowerYourCommunity

#ForABetterUs



Find more tools and resources to
support your fundraising efforts:
[AustinYMCA.ORG/
annual-campaign-volunteer-resources](https://www.austinyymca.org/annual-campaign-volunteer-resources)



FREQUENTLY ASKED QUESTIONS

WHAT IS THE YMCA?

The YMCA is a nonprofit 501(c)3 organization funded by membership and program fees, and philanthropic contributions from YMCA friends, corporations, and foundations. The Greater Austin YMCA does not receive United Way support. 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 CENTER BUDGET?

The Greater Austin YMCA raises funds through our Annual Giving Campaign. Contributed funds do not pay for center operations, campaign expenses, or overhead. 100% of each donation goes towards financial assistance for membership and program support.

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

Your support in this campaign will provide access to 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 for individuals who could otherwise not afford membership and program 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 your 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 your 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 Greater Austin YMCA. We are launching our annual fundraising drive for 2024, 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 Greater 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 \$1 million to support programs and services that will help children and families throughout the Greater Austin area. What's unique about the YMCA is that we do not turn anyone away because of an inability to pay. Annual Giving Campaign dollars underwrite financial assistance for things like Afterschool Childcare, 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, and 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 the YMCA can go."...

- A gift of **\$50** provides lifelong—and lifesaving—swim and water safety skills for a child.
- A gift of **\$100** supports young athletes on a YMCA sports team, teaching them skills, confidence, and teamwork.
- A gift of **\$150** promotes creativity, independence, and lasting memories for a Y summer camper.
- A gift of **\$250** supports health and fitness programs for active older adults, bringing them together for fellowship, camaraderie, and fun.
- A gift of **\$500** empowers leadership skills and a sense of civic duty in middle and high-schoolers participating in YMCA Youth and Government.
- A gift of **\$1,000** provides an enriching and safe afterschool environment for a child, while giving parents and caregivers peace of mind.

SUGGEST ONLINE GIVING WHEN APPROPRIATE

"You can also make a donation online at www.austinyymca.org/annual-giving-campaign. Enter the amount you'd like to contribute, select the [CENTER NAME] from the pull-down menu and then add my name in the comments. It's safe and easy. [or reference your personal fundraising page] You can also make a donation online using my personal fundraising 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 2024

"Earlier this year you supported the Annual Giving Campaign! I wanted you to know that, with your help, the 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 Greater Austin YMCA, 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 Giving Campaign will help ensure that everyone has access, regardless of financial ability. The Greater Austin YMCA has 8 centers throughout the Greater Austin area, where they serve 100,000 members. An additional 30,000 people participate in Y programs, including Youth Sports, swim lessons, summer camp, and afterschool.

My personal goal is to raise **[\$[insert goal]]** by April 26th. Every gift makes a difference – no matter the size. All donations will go towards providing access to health and wellness FOR ALL.

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.

POWER YOUR COMMUNITY.

CAMPAIGNER WORKSHEET

ASSOCIATION GOAL	CENTER GOAL	TEAM GOAL	MY GOAL

PROSPECTIVE DONORS	2023 GIFT	2024 TARGET	METHOD OF ASK	CASE FOR SUPPORT/AREA OF INTEREST	2024 GIFT/PLEDGE COMMITTED

WEEKLY PROGRESS	WEEK 1 3/25-3/31	WEEK 2 4/1-4/7	WEEK 3 4/8-4/14	WEEK 4 4/15-4/21	WEEK 5 4/22-4/26	TOTAL
NUMBER OF: ASKS						
NUMBER OF: GIFTS/ PLEDGES						
TOTAL(\$ SUM OF GIFTS/ PLEDGES						
% OF MY CAMPAIGN GOAL						

The background features a light gray field with several abstract, colorful geometric shapes. These include thick, curved lines in shades of orange, teal, and yellow, some of which form partial circles or spirals. There are also smaller, solid-colored circles and lines scattered throughout the composition. The overall style is modern and minimalist.

THANK YOU
FOR POWERING
YOUR COMMUNITY.



AUSTINYMCA.ORG/
ANNUAL-GIVING-CAMPAIGN



GREATER AUSTIN YMCA

55 N IH-35 Frontage Road
Austin, TX 78702