



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# The Y: WHERE POTENTIAL MEETS OPPORTUNITY

## VOLUNTEER GUIDE

2021 GOAL: \$215,000

YMCA OF MUNCIE  
ANNUAL CAMPAIGN

SPONSORED BY



# KEY CAMPAIGN DATES

## **Packet Pickup**

Monday, March 8 - Friday, March 12

## **Campaigner Report**

Report to Team Captain  
every Thursday by Noon

## **Captains Report**

Report to Branch Senior Director  
every Friday by Noon

## **YMCA Reports**

Report totals to campaigners  
every Monday by 5pm

## **Mid Report Session**

April 1 Noon-5pm  
Staff & Volunteers Pick-Up Event

## **All Pledges Due**

April 28 at 5pm

## **Wrap-up**

April 8 at Noon  
Via Zoom

# VOLUNTEER GUIDE

## YMCA ANNUAL CAMPAIGN

### Thank You!

Because your personal YMCA story helps raise awareness of YMCA programs and services, and makes our collective story stronger.

Because your participation makes a successful campaign possible and helps the YMCA live its mission.

Because we know your time and talents are valuable resources.

THANK YOU for helping us strengthen our community by making accessible the support and opportunities that empower people and communities to learn, grow and thrive. Your efforts are deeply appreciated.

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### Why Invest In the Annual Campaign?

The YMCA is committed to providing quality programs to everyone, regardless of their ability to pay. While we strive to keep values-based youth programs and fees affordable by subsidizing some of the real costs, we know that during difficult times some individuals and families will need financial assistance.

Through the Annual Campaign, we are able to ensure that no one is turned away based on their ability to pay. Your volunteer and financial commitment will help thousands of youth and families share the YMCA experience!

### Telling The Y Story

As a YMCA Annual Campaign volunteer, you are an important ambassador—communicating the values of the YMCA and its programs to individuals and businesses alike. You are one of the YMCAs best assets—a storyteller.

As a storyteller, you will have the opportunity to share with others the unique and personal ways in which the YMCA and its programs have touched and enhanced your life. Did you

learn how to swim at the YMCA? Did your child have his or her first camping experience at the YMCA? Did the YMCA offer your family financial assistance at a critical time in your life?

By telling your YMCA story, you allow others a chance to see the power of the YMCA in action. You become living proof that the YMCA is a making a difference every day.

### Planning Ahead

The best way to avoid surprises is to give some careful thought to your solicitation strategy BEFORE you meet with a prospective donor. Consider the following questions:

- Do you know your prospect - areas of interest, family members, etc.?
- What is the best way to approach your prospect: face-to-face, call, letter, email?
- What is the best possible outcome and what is the minimum expected outcome?
- Who should be involved in the meeting? Best location for the meeting?
- How will you handle objections/concerns?

# SEVEN-STEP PLAN FOR A SUCCESSFUL ASK

## 1. Introduce yourself and the purpose of your visit.

State that you are a volunteer doing this out of your personal belief in the Y and your strong conviction about its importance to the community. Share your feelings and tell your story of why the Y is important to you.

## 2. Ask questions that establish the prospect's understanding of the Y.

Examples: What has been your experience with the Y? Do you and your children or friends use the facility and/or enjoy the programs? What do you think are the important roles that the YMCA serves in our community? Do you know someone who has personally benefited from the Y? What aspect of the Y do they feel most strongly about and why?

## 3. Share your personal convictions about the Y and its importance in the community.

Make it a two-way conversation by sharing your story, then pausing so that the prospect can contribute too. Example: tell why you think the Y is important and share what your involvement has been.

## 4. Share a related member or program story.

Familiarize yourself with stories about members of our Y and current programming. Explain how your prospect's contribution will help make our Y accessible to more people and expand our programming's reach.

## 5. Ask for the gift – and ask for a specific amount.

Use information from the prospect's area of interest to ask for a specific amount and then wait. Give your prospect time to consider your ask and respond. By asking for a specific amount you offer a service and show respect for the prospective donor. This person can then choose whether that dollar amount is right for them.

## 6. Fill out the pledge card with them and get their signature.

Fill out this information as thoroughly as possible so that the Y office has current and accurate information. Feel free to write additional information on the pledge card as needed.

## 7. Thank the donor for their generosity. You've done it!

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## KEYS TO SUCCESS

### Make your own pledge first

This is the single most important step to guarantee success. Once you have made your own commitment, you can proudly ask others to join you in financially supporting the Annual Campaign.

### Share your story about the Y

Have face-to-face conversations with your friends, family and colleagues about the ways in which the Y has impacted you and the community. Share with them your own personal commitment to the Y. Telling the Y story face-

to-face will give you credibility when asking for a donation and will help build a wider base of support for the future.

### Ask your best prospects first

Practice asking those potential donors who you feel most comfortable with or have the greatest likelihood to give. By going to the people who are most likely to say "Yes" you will gain the confidence and skills you need when approaching more challenging solicitations. Success breeds success!

### Ask only if you have the pledge card

There are more than 200 volunteers working on this year's Annual Campaign from all of our

YMCA branches. We issue pledge cards to organize the campaign so that no single volunteer campaigner is overwhelmed or donor is asked twice. Please talk with everyone about the good things that Y is doing, but only ask for a gift if you have the pledge card.

### Aim high

When asking for a specific dollar amount, aim high. Talk about the good things those dollars will do. Then BE QUIET and let the donor respond. Don't hear "no" unless they say "no".

### Make friends for the Y

Not everyone will choose to donate to the campaign. However, try and make a friend for the Y. Even if they decide not to make a contribution now, you have told the Y story and brought them closer to the organization. Celebrate this success!

### Respect donors' concerns

If someone has a concern about the Y, listen to and record the concern, but try not to comment on their specific issue. Assure the person that you will follow up with the YMCA staff and that

someone will get back to them. Let them know we will respond to every concern. Once people feel that their concerns have been heard, they will be more ready to listen to your request for their support to the campaign.

### Encourage pledging

Most of us can give more when we make small payments over a period of time as opposed to giving one larger gift. Encouraging people to make a pledge they can pay over the course of the year helps their ability to do more. Consider asking prospects to contribute \$10, \$25, or \$50 a month instead of asking for one lump sum.

### Confirm Giving

Accept the donor's pledge card – don't leave without it! Follow-up immediately with a personal thank you note.

### Report results regularly

Reports are published weekly during the campaign. Please turn in your pledge cards promptly and call regularly to communicate your progress.

## DOING A GOOD JOB FOR A GOOD CAUSE

You have a very important job as an Annual Campaign Volunteer. Because we want everyone to be successful, we've put together a brief job description.

1. Believe you play a vital role in supporting and promoting the Y's cause to strengthen the foundations of community – infant, child, teen, adult, family and senior deserves a Y!
2. Know that people genuinely want to give and support causes they connect with. We just have to make the ask.
3. Make your own gift first.

4. Mark your calendar now to attend the report and celebration sessions.
5. Select 5 prospects and begin making contact as soon as possible, and report to your team captain prior to each report session.
6. Read through this Annual Campaign Volunteer Guide thoroughly, understand the Keys to Success and how to respond to the Frequently Asked questions.
7. Have fun.

# FREQUENTLY ASKED QUESTIONS

## Why should I give to the Y?

Your support is integral in helping the YMCA continue our commitment to providing quality programs to everyone, regardless of their ability to pay. You benefit from having a strong YMCA in your community. Our programs for youth provide meaningful opportunities for young people to grow into responsible adults. The YMCA makes your community a better place to live and work.

## Doesn't the Y receive funds from United Way?

Yes, we are proud of United Way's support! However, those funds are restricted to specific program areas. Your support of the YMCA Annual Campaign will help the YMCA respond to the diverse needs of our community and assure that everyone has the opportunity to participate regardless of their ability to pay.

## Why should I give when I already pay monthly membership dues?

Membership dues and program fees cover the cost of maintaining and operating YMCA facilities and programs for members. Donations to the Annual Campaign support programs for everyone in the community, particularly kids and teens. Contributions also provide financial assistance for individuals and families who cannot afford membership or program fees, but can benefit from participating in our programs.

## Now is not a good time—can I give later?

The Y will bill donors monthly, quarterly, semi-annually or the donor may wish to pay in one

sum later in the year. Pledging your support now and making payment later is often the preferred and affordable way to give generously.

## Is my contribution tax deductible?

Yes! The YMCA is classified by the Internal Revenue Service as a publicly supported 501(c)(3) non-profit.

## I gave last year. Why are you asking again so soon?

Your contributions to last year's campaign helped the YMCA deliver vital programs for people in our community that needed a helping hand. However, these programs are not sustaining without continued support. That's why the Annual Campaign is an ANNUAL CAMPAIGN. If you prefer, you can pledge now and pay later in the year.

## Someone has already contacted me. Why are you calling me again?

Occasionally this happens if you or a family member participates in activities or knows volunteers at more than one YMCA branch. Many people do contribute to multiple branches and this is an option for you, if desired.

## Does the money raised in the campaign stay at our Y?

Yes, donations from people in our community support our local Y. Some donors do ask that their gifts go to fund specific programs or activities that may be outside of our Y, and of course, we honor their wishes.

# BE A GOAL BUSTER

1. **Make your own personal commitment.**
2. **Ask others, using the key points of successful storytelling.**
3. **Use the prospects provided by the YMCA, plus your own contacts.**

## Scenario:

Get one gift of:	\$ 150
Get two gifts of:	\$ 100
Get three gifts of:	<u>\$ 50</u>
Goal Buster	\$500

Make one of these gifts yours and you're well on the way!

We have an extraordinary opportunity to take on many of the greatest challenges facing our young people, our health and our community. But we must take action today. Together, we will

- prepare more youth and teens for a brighter future;
- work to reduce chronic disease and obesity;
- and inspire a spirit of service and giving back!

No other organization can impact as many people as powerfully as we do every day!

# What your dollars do:

**\$25** support our Anti-Hunger initiative, providing meals to children in our community

**\$50** gives a child a session of swim lesson, plus confidence both in and out of the pool

**\$75** sponsors a season of youth flag football for one boy or girl

**\$125** a week of enriching summer day camp

**\$200** a year of youth membership

**\$250** a grandmother raising her grandchildren can count on 1 week of a safe child care program

**\$400** team of 10 youth basketball participants learn sportsmanship and how to work together

**\$500** helps support a cancer survivor in LIVESTRONG® at the YMCA

**\$625** provides a child new experiences and lasting friendships at 1 week of camp

**\$750** helps a family join the Y and spend quality time together

**\$1,000** 8 kids can develop healthy physical habits and learn about nutrition after school

**\$3,000** addresses critical needs through FREE community events for kids and families



# How to complete a pledge card:

**1** Please fill out this section completely. To ensure we record your gift correctly for recognition and tax deduction purposes, it is vital that we have correct information.

**3** **PLEDGE CARD**  
**YMCA of Muncie Annual Campaign**

**4** I wish to pledge \$ \_\_\_\_\_

Select payment methods:

Payment enclosed,

Please bill me on the following months; \_\_\_\_\_

I am a YMCA member, Please use my stored payment method,

One-time payment  Monthly payments of \$ \_\_\_\_\_

I hereby authorize the YMCA of Muncie to initiate electronic fund entries to the above account.

**5** Signature \_\_\_\_\_

**6** YMCA Campaign Volunteer \_\_\_\_\_ Date \_\_\_\_\_

Company \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

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

Home Phone \_\_\_\_\_

Work Phone \_\_\_\_\_

Email \_\_\_\_\_

**2** Optional: I wish to designate my gift to the following:

<input type="checkbox"/> Learn to Swim	<input type="checkbox"/> Youth Sports
<input type="checkbox"/> Youth/Family Membership	<input type="checkbox"/> Team Programs
<input type="checkbox"/> School Age Child Care/Day Camp	
<input type="checkbox"/> Mitchell Early Childhood and Family Center	
<input type="checkbox"/> Camp Crosby YMCA	
<input type="checkbox"/> Other _____	

- 1 Complete this section as thoroughly as possible.
  - a. company name if the gift is a corporate contribution rather than individual
  - b. when filling in the "name" line, ask the donor if they would like to be acknowledged individually or including the spouse's name. Complete the "name" line accordingly, double checking salutations and name spelling.
  - c. phone numbers and e-mail addresses are important for gift acknowledgment throughout the year.
- 2 We are giving many options for designation, though no specific designation is necessary. Note that numerous dollar value samples are given on the previous page, though these are not necessarily donor designations.
- 3 Be sure you get the decimal in the right place, and verify the gift amount with your donor.
- 4 Donors can pay their gift:
  - a. immediately with cash or check
  - b. they can designate specific months to receive a bill in the mail
  - c. they can pledge a monthly gift in any amount to be automatically withdrawn using a billing method on their YMCA membership
- 5 Ask your donor to review their pledge card, and to acknowledge its accuracy with a signature.
- 6 Add your name as Campaign Volunteer and date the pledge card.
- 7 Turn in all new pledge cards to your Campaign Team Captain every Friday by Noon.

**Legibility and Accuracy are Important!**

# WE'RE HERE FOR YOU

For questions, prospects and reporting, contact us:

**Mitchel Early Childhood  
And Family Center** 765.285.1987

Contact: Becky Satterfield  
bsatterfield@muncieymca.org

**Camp Crosley YMCA** 574.834.2331

Contact: Mark Battig  
mark@campcrosley.org

**Downtown YMCA** 765.288.4448

Contact: Tonya Locke  
tlocke@muncieymca.org

**Northwest YMCA** 765.286.0818

Contact: Gretchen Fields  
gfields@muncieymca.org

**Yorktown YMCA** 765.759.8963

Contact: Megan O'Connor  
moconnor@muncieymca.org

**Association Information** 765.741-5543

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Kristen McConnell kmccconnell@muncieymca.org

**2021 Goal: \$215,000 & How we will achieve it TOGETHER**