



**ANNUAL
CAMPAIGN**

**GIVE
FOR A
BETTER US**

**2020
Annual
Campaign
Handbook**

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YMCA ANNUAL CAMPAIGN OVERVIEW

»» WHAT IT IS

The YMCA Annual Campaign is a fundraising initiative that makes the Y available to people who cannot afford the cost of program and membership fees. By removing financial barriers, we are fulfilling our mission to make the Y available to ALL.

»» WHO IT HELPS

One hundred percent of Annual Campaign contributions go back into the community. The campaign makes it possible for children, families, seniors, neighbors and others to benefit from Y programs and memberships, regardless of their financial circumstances.

»» WHY IT MATTERS

The YMCA of Greater Fort Wayne is a leading non-profit organization whose mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all.

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.

»» HOW IT WORKS

Nearly 300 community volunteers and Y staff join together in an effort to tell “the Y story” to everyone in their networks: friends, corporate leaders, family & colleagues. The campaign is as much about “friend-raising”—communicating the Y’s daily impact on people’s lives—as it is about raising money.

»» WHEN IT HAPPENS

Cultivation, stewardship and asking for major gifts occur year-round. Staff are asked for donations in November and board members are asked in January. The community campaign starts Tuesday, February 18, through Friday, March 27, 2020.

»» YOUR ROLE

Throughout the year and especially during the Annual Campaign we rely on our volunteers to be ambassadors and champions of our mission. This is achieved through sharing our stories, communicating our impact, connecting people to our cause and providing them the opportunity to give back to their community by volunteering and donating.

2020 ANNUAL CAMPAIGN SCHEDULE

November - Staff Campaign Goal 100% of Staff Asked

January - Board Campaign Goal 100% Board Giving

February - Community Campaign Begins

- Campaign Kick-Off letters/brochures mailed to all previous donors and prospects the week of February 10
- Campaign Kick-Off Breakfast February 18
 - Campaigner training packet and pledge cards distributed
- Metro sends out thank you letters each Friday beginning February 21
- Metro sends out Progress Reports on Fridays through end of campaign

**You
Are
Here**

→ **February 18th - March 27th:**

Make calls, complete pledge cards, turn them in as you go.

Week of March 16th:

Alert campaign chair of unreachable donors.

March 27th:

Turn in remaining pledge cards. Last day of official campaign.

April - May

Celebration events at branches.

Metro sends out wrap-up piece for each branches' campaign.

October

Letter to this year's corporate donors requesting they budget YMCA donation.

TIPS FOR SUCCESSFUL FUNDRAISING

1 MAKE YOUR OWN PLEDGE FIRST

We can't ask others to give if we aren't willing to. It is easier to ask someone to give once you have made a commitment.

2 KNOW WHAT YOU ARE DOING AND WHY

A positive, confident attitude is the first and most important step. Be clear about your own commitment, be yourself, talk from the heart.

3 ONLY CONTACT PEOPLE IF YOU HAVE THEIR PLEDGE CARD

Assigning campaigners to donors ensures that an individual is only contacted by one volunteer. Contact your ED if you would like to add someone to your list.

4 ASK YOUR BEST PROSPECTS AND LAST YEARS DONORS FIRST

You'll gain confidence and momentum with an early yes.

5 KNOW THE DONOR'S GIVING HISTORY

Familiarize yourself with the donor's giving history with information from the pledge card.

6 MAKE IT PERSONAL

Examples of how the Y has impacted you or someone else make giving more meaningful to a donor.

As a Board Member - "You may not know this but I'm on the board at the YMCA. The reason is because _____. One of the ways we support the mission is to raise money so everyone can participate!"

As a Young Person - "When I was young the Y made a difference in my life and now I want to do that for someone else."

Programs you know about/are passionate about - "At our branch there are so many awesome stories about lives that have been changed at the Y. Do you have a minute so I can share one?"

- Ask open ended questions.
- Find a connection between the Y and their passions.
- Speak in terms of impact not dollars, for example Giving the gift of 11 swim lesson to a child, not donating \$60.
- You are not asking for funds to pay staff salaries or facility fees.
- If you are asked a question you don't have an answer for, let them know you'll find out and get back to them.

7 AIM HIGH AND ASK FOR A SPECIFIC AMOUNT

"If you are interested, here is how you can participate."

"I had a good year so I increased my gift. If you had a good year would you consider increasing yours to \$???"

"Would you consider a gift of \$___ that will do ___?"

"Would you join me in supporting _____?"

8 ENCOURAGE PLEDGING

Many individuals can give a larger amount if they can pay over the course of 12 months.

9 ONCE A PLEDGE IS MADE

Confirm the pledge, verify contact information and thank the donor. Turn in pledge cards promptly and communicate any roadblocks. Campaign progress is reported on a weekly basis.

10 MAKE FRIENDS FOR THE YMCA

Not everyone will choose to give but you shared the great work that the Y does in our community!

11 MEET YOUR PROSPECTS IN PERSON WHENEVER POSSIBLE

Even though it seems like you don't have time to see prospective donors in person, personal appointments send a strong message that you believe supporting the Y is important.

Campaigners who make it a point to use personal visits consistently secure larger gifts and produce more dollars relative to their investment of time. (See next page)

TIPS FOR SUCCESSFUL FUNDRAISING EFFORTS (2)

» DONATION METHODS

Donations of Stock

We accept gifts of stock which often provide tax benefits to the donor. To make a gift of stock, please refer donors to Mick Sokolowski, CFO, at **Mick_Sokolowski@fwymca.org** or call 260.918.2153 with their contact information and he will follow up with them.

Cash or Check

Attach to pledge card and turn in to ED within 48 hours.

Matching Gifts

The Y is eligible to receive matching gifts which double or even triple contributions made by their employees or retirees. Visit ww2.matchinggifts.com/search/rit to look up company matching gift programs.














Please instruct the donor to obtain the appropriate forms from his/her human resources department, complete the employee section, sign the form and send it to your Executive Director.

GIVING LEVELS

Spirit Club	\$2,000 and above
President's Round Table	\$1,000 - \$1,999
Benefactor's Club	\$500 - \$999
Patron's Club	\$250 - \$499
Century Club	\$125 - \$249
Friends Club	Up to \$124

LADDER OF EFFECTIVE ASKING

(Adapted from Indiana University The Fund Raising School)

MOST EFFECTIVE		Personal: Face to Face
		Personal: Face to Face
		Personal Letter WITH Phone Follow Up
		Personal Letter NO Phone Follow Up
		Personal Phone Call WITH Letter Follow Up
		Personal Phone Call NO Letter Follow Up
		Personalized Letter
		Phone Solicitation/Phonathon
		Impersonal Letter/Direct Mail
		Impersonal Phone/Telemarketing
		Fundraising Benefit/Special Event
		Door to Door
LEAST EFFECTIVE		Media/Advertising

COMMUNICATE THE IMPACT

The YMCA of Greater Fort Wayne's goal is to make sure that no one is turned away due to inability to pay. The Annual Campaign provides programs that develop character in youth and strengthen families. Access to the YMCA offers:



INVESTMENT - \$130

Gets a child off the couch and into a week of fun, friendship, and memories at summer day camp.



INVESTMENT - \$300

Sponsors participation for half of a youth basketball team where kids learn teamwork and sportsmanship.



INVESTMENT - \$175

Keeps 1 kid safe and confident around water through a year of swim lessons.



INVESTMENT - \$2,500

Inspires 1 class of 10 cancer survivors to gain strength and reclaim wellness through LiveStrong® at the Y.

2019 FINANCIAL ASSISTANCE STATISTICS

Financial Assistance Statistics	Central	Camp	Whitley	Ren. Pointe	Childcare	Jorgensen	Parkview	Caylor-Nickel	Jackson Lehman	Skyline	Association Total
Total Individuals Served	8,864	152	1,709	9,745	903	5,707	8,407	1,379	7,379	231	44,476
Total Dollars Awarded	\$585,790	\$58,731	\$236,235	\$580,586	\$644,447	\$372,851	\$520,774	\$171,568	\$466,021	\$17,775	\$3,654,777
2019 Statistics	1 out of 2	3 out of 10	1 out of 6	9 out of 10	3 out of 5	1 out of 5	1 out of 4	1 out of 6	3 out of 10	1 out of 8	3 out of 10
2019 Percentages	50%	28%	17%	90%	63%	19%	24%	17%	28%	13%	31%
Average total members 2019	8,942	-	4,326	5,471	-	15,846	17,885	4,000	13,521	1,112	-

» COMMUNICATE YOUR STORY

Share the unique and personal ways in which the Y has touched and enhanced your life. Why do you have a passion for this work? What's your Y story? Your story must be compelling and memorable.

- Did you or a family member learn important life skills at the Y?
- Did your child have his or her first overnight camping experience at the Y?
- Did you or your family benefit from financial assistance provided by the Y?
- What important life skills did you or a family member learn?
- Have you been a long time member of the Y?

Your story is a powerful demonstration of the Y's impact on people in our community. It must be thought out and intentional.

COMMUNICATE THE Y'S STORY

Our Mission

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

Our Cause

Strengthening community is our cause.

Our Position

The Y is the nation's leading nonprofit committed to strengthening communities through youth development, healthy living and social responsibility.

Our Promise

The YMCA of Greater Fort Wayne has made a promise to our community that everyone has the opportunity to participate regardless of the ability to pay.

SAMPLE LETTER/EMAIL

Dear [Name],

I am thrilled to share that, as a supporter of the YMCA of Greater Fort Wayne, I am participating in this year's Annual Campaign to continue making the YMCA accessible to everyone in our community. [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 place for everyone in our community to belong - to improve themselves, learn healthy habits and build new friendships. 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 Greater Fort Wayne has 8 membership branches throughout Allen, Whitley and Wells counties, where they serve 87,640 members. There are also 3 additional youth serving branches: YMCA Camp Potawotami, YMCA Youth Service Bureau and YMCA Child Care Services. An additional 20,000 people participate in Y programs, including LIVESTRONG® at the YMCA, summer camp, afterschool, and early learning. During the summer, the Y operates 20-day camps serving 1,770 kids. Throughout the school year, more than 3,300 students at more than 43 sites will have a safe, positive after-school experience because of a Y program.

My personal goal is to raise \$[insert goal] by March 27th. Every donation makes a difference - no matter the amount. All donations 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 like to learn more about the Y, let me know - I'd be glad to set you up with a 20-minute 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 Greater Fort Wayne's Annual Campaign will reach its last day of the official campaign! While you can still give year-round, giving before March 27 is especially important to help us reach our goal by the campaign deadline. The YMCA is an important resource to so many individuals and families who benefit from access to afterschool care, early learning, senior health and fitness activities, and more.

Financial assistance is important because it makes the Y accessible to everyone. In fact, last year more than 44,000 individuals were able to participate at the Y because of financial assistance! When you give to the Y's Annual Campaign, you're helping your neighbors and community thrive. I choose to support the Y because it makes such a big difference in 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!

BEST PRACTICES FOR ONLINE FUNDRAISING

- 1 Peer to Peer online fundraising is a great option for family members or out-of-state friends who have a relationship with you but may not be connected with our YMCA.
 - A Use the YMCA website to direct people who want to make their donation online:
fwymca.org/support-ydonate.
 - B Set up a personal fundraising page through FirstGiving (See page 12)
- 2 Make calls to your assigned donors and prospects first – get commitment. Incorporate FirstGiving after calls have been completed.
- 3 Sending a link to your personal fundraising page is a good way to follow-up once you have made a personal ask for a specific dollar amount or if someone was hesitant about giving during your initial ask.

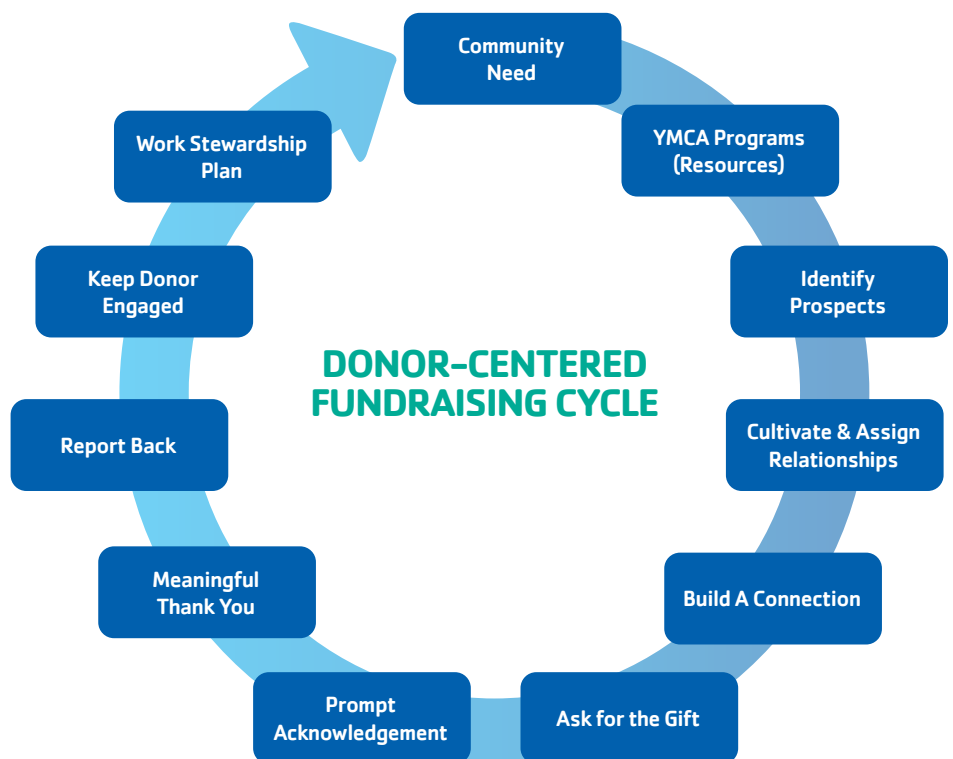
Note: Average national online gift in 2018 was \$147. For the 2019 Annual Campaign, our average gift on FirstGiving was \$131. Online donations account for 4% of gifts for larger non-profit organizations.
- 4 Email your donors and prospects pictures, videos, stories...which help educate and inspire them to give.
- 5 After the campaign ends, circle back around and let your donors know how much you raised online.
- 6 Best practice is to develop a long-term relationship that will encourage increased giving over time.

The Donor-Centered Fundraising Cycle

Research shows many people do not perceive the Y as more than a gym and swim. That means we are not engaging our supporters in a “donor-centered” way that shows the impact of their gifts on our community. Focusing on stewardship and donor relations (i.e. saying thank you, recognizing generosity, reporting impact, and experiencing programs first-hand) will help ensure that your donors experience high-quality interactions with our Y that foster long-term engagement and investment.

The Donor Centered Fundraising Cycle works best when a successful donor relations and stewardship plan is in place to support each step. It is important to connect donors to the Y’s cause in order to develop meaningful relationships.

It costs the Y six to seven times more to acquire a new donor than to retain an existing one. Building and sustaining strong relationships with current donors and future donors is key to our continued growth and success.



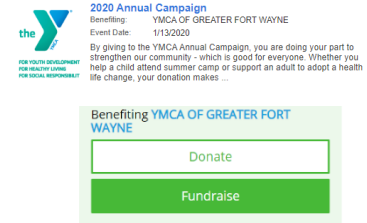
2020 STEWARDSHIP PLAN

STEWARDSHIP	\$15,000+	10,000-\$14,999	\$8,999-\$9,999	\$2,000-\$8,000	\$1,000-\$1,999	\$500-\$999	\$250-\$499	\$125-\$249	\$1-\$124	New Donors
Quarterly Donor Newsletter (Metro)	X		X	X	X	X	X	X	X	X
Campaign Letter & Brochure - February (Metro)	X	X	X	X	X	X	X	X	X	X
Donation/Pledge Thank You (Metro)	X	X	X	X	X	X	X	X	X	X
YMCA Window Cling (Metro)										X
Handwritten Thank You (Campaigners)	X	X	X	X	X	X	X	X	X	X
Banner Recognition	X	X	X	X	X					Based on Gift Amt.
Benefits to the Community Mailed - March (Metro)	X	X	X	X	X	X	X			Based on Gift Amt.
Benefits to the Community Email Link Sent - March (Metro)								X	X	Based on Gift Amt.
Donor Thank you Calls (Campaigner)	X	X	X	X	X	X				Based on Gift Amt.
Wrap Up Letter Sent - May (Metro)	X	X	X	X	X	X	X	X	X	X
Invite donors to volunteer, site visit, attend program/event (Branches)	X	X	X	X	X	X				Based on Gift Amt.
Impact Email About Gift in Action - Sept. (Metro in conjunction w/ branches)	X	X	X	X	X	X	X	X	X	X
Thanksgiving Postcard (Metro)	X	X	X	X	X	X	X	X	X	X
Christmas Communication (Branches)	X	X	X	X	X	X	X	X	X	X
End of Year Video (Metro)	X	X	X	X	X	X	X	X	X	X

HOW TO SET UP YOUR 2020 FUNDRAISING PAGE

First Time Users

1. Go to www.firstgiving.com
2. Search for 2020 YMCA Annual Campaign-Fort Wayne. Click on YMCA Annual Campaign benefiting YMCA of Greater Fort Wayne.
3. Scroll down to the bottom of the page. Choose "FUNDRAISE"
4. Create your FirstGiving Account by completing the information and creating a password. Then select NEXT.
5. Select "I Want to Join An Existing Team"
6. Scroll down and select the branch you wish to join.
7. Click Next.
8. Create your page title, select or upload an image, type your story about why you give.
9. Indicate how much you plan to raise (Must be at least \$25)
10. Make your own donation
11. Submit.



Previous Users

Please use the following instructions if you have an account.

1. Follow steps 1-3 above.
2. Instead of creating a new account, either sign in with your email or with your Facebook account.
3. Follow steps 5-12.

TO EDIT AN EXISTING ACCOUNT ONCE YOU'RE ON THE 2020 CAMPAIGN TEAM

Go to www.firstgiving.com and click on Login in the top blue bar on the left.

You can use the Share links on your fundraising page to post to social media sites.

BEST PRACTICE: Send an email to yourself to see how it will look before sending out.

- You can import email addresses from your email provider if you use the following services:



- Any address you have already emailed, as well as those of people who have already donated to one of your FirstGiving pages, will already be saved for you in your FirstGiving address book.
- When you've entered all the email addresses you would like to send to, click the **I've added all my contacts** button.
- This will bring you to a screen with a pre-written email. You can edit this message if you'd like. You can also use the placeholder variables that are on the right-hand side to pull information automatically. These variables include [Donor First Name], [Donor Last Name], [Page Address], [NonProfit Name], [Total Raised], [Page Title]
- Wherever you insert one of these, FirstGiving will automatically insert the customized text in the email your prospective donors receive. So if you use the [First Name] variable to say "Hello [First Name]," that will fill in the first name of your donor in the email they receive, if that name is on file. If there is no first name on file the variable will come in blank; it won't say [First Name] on the email they receive. When you're done customizing your message, click **Send (at the bottom of the page)**, and the message will go out to all the contacts you have selected.

You can also add offline donations on your home page to keep a tally of your total raised compared to your goal.

If you have questions regarding setting up a personal page or using First Giving please contact Jane Horwedel at 260.918.2141 or email jane_horwedel@fwymca.org.



YMCA of Greater Fort Wayne
347 W. Berry Street, Suite 500
Fort Wayne, IN 46802
(260) 422-6488

Donor:

«First_Name» «Last_Name»
«Primary_Contact»
«Name»
«Street»
«City», «State» «Zip»
Phone: «Phone»
E-Mail: «Email_Address»

Changes/Additions:

①

Verify contact information.
Update if necessary.

4 Year Giving History

②

Campaign	Pledged
2019 Annual Campaign	\$«M_2019_Pledge»
2018 Annual Campaign	\$«M_2018_Pledge»
2017 Annual Campaign	\$«M_2017_Pledge»
2016 Annual Campaign	\$«M_2016_Pledge»

Annual Campaign Giving Levels

③

Up to \$124	Friend's Club
\$125 to \$249	Century Club
\$250 to \$499	Patron's Club
\$500 to \$999	Benefactor
\$1,000 to \$1,999	President's Round Table
\$2,000 to \$7,999	Spirit Club
\$8,000 to \$14,999	Champion

Total Pledge Amount \$ _____

Verify amount of
pledge **and** desired
payment schedule.

④

Payment/Billing Method (choose one):

- Payment included with pledge card. (Checks made payable to **YMCA of Greater Fort Wayne.**)
- Please invoice me for the full amount in the month of _____ 2020.*
(Choose month between Feb.-Dec.)
- Pledge to be paid in **quarterly** or **monthly (circle one)** increments starting in _____ until the pledge is fulfilled in 2020.*

*invoice reminders will be sent prior to payment due date and will provide payment method options.

Corporate Matching Gift:

\$ _____ (dollar amount) is eligible for the corporate matching gift program at:
Company name: _____ Contact person: _____
Company address: _____
My Matching gift form (choose one):
 is enclosed will be completed online
 will be forwarded please contact me

Ask if matching gift
is available.

⑤

Acknowledgement Information (choose):

⑥

- I would prefer that my gift be kept confidential
- Recognize my gift with the following personal name(s) or company name _____
My gift is: in memory of in honor of _____
- The donation is \$1,000 or more please place a banner in the following branch(es)**
please circle one branch for every \$1,000 donation: Caylor-Nickel Central Jackson R. Lehman
Jorgensen Parkview Renaissance Pointe Skyline Whitley

Indicate how donor
wishes to be recognized.

Campaigner Comments:**Campaigner Notes:**

⑦

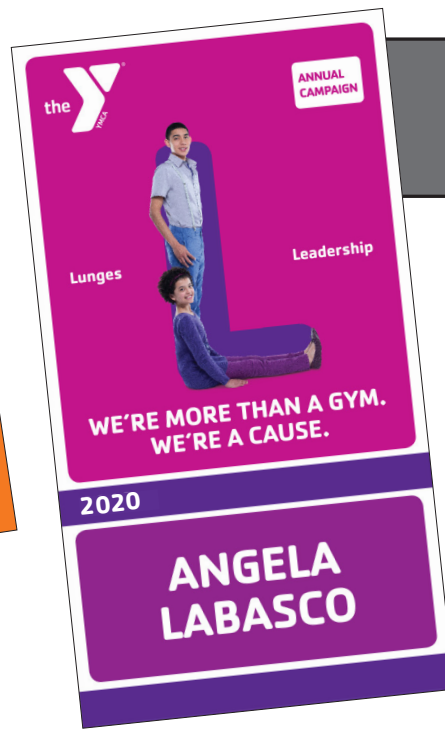
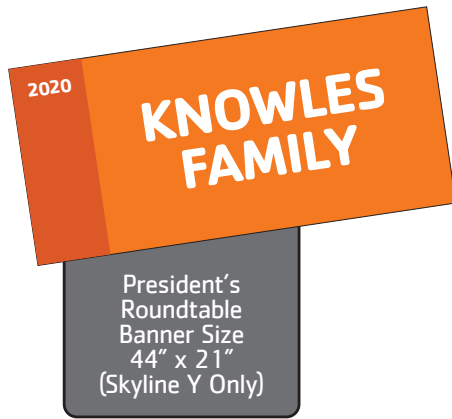
- Please remove from Annual Campaign mailing list
- Declined to give this year
- Assign to another campaigner _____

Acknowledgement of verbal pledge (Campaigner's signature)

Date

⑧

PRESIDENT'S ROUNDTABLE BANNER PROGRAM



The President's Roundtable is a special group of donors that has made an extraordinary commitment to strengthen our community with an annual gift of \$1,000 or more to the YMCA. Your donation may also be made through a gift of stock or other securities.

Recognition

In appreciation of your support of the YMCA's commitment to strengthen communities, you will receive:

- >> A banner on display for one year at a YMCA of your choice in Allen, Whitley or Wells County (banner shown above).
- >> Recognition in the YMCA annual report.
- >> Recognition in campaign wrap up letter.

Gifts to the Annual Campaign help kids, families and adults grow stronger in spirit, mind and body by giving them the opportunity to participate in YMCA programs and membership.

For more information please contact your local branch.

BRANCH	DIRECTOR	PHONE	E-MAIL
Caylor-Nickel Foundation Family YMCA	Dave Bustos	260.565.9622	dave_bustos@fwymca.org
Central Branch YMCA	Amanda Fall	260.755.4806	amanda_fall@fwymca.org
Jackson R. Lehman Family YMCA	Tabitha Ervin	260.755.4914	tabitha_ervin@fwymca.org
Jorgensen Family YMCA	Scott Helmkamp	260.918.2158	scott_helmkamp@fwymca.org
Parkview Family YMCA	Amy Griffith	260.755.4848	amy_griffith@fwymca.org
Renaissance Pointe YMCA	Amos Norman	260.755.4882	amos_norman@fwymca.org
Skyline YMCA	Amanda Fall	260.755.4806	amanda_fall@fwymca.org
Whitley County Family YMCA	Erica Miller	260.244.9622	erica_miller@fwymca.org
YMCA Metropolitan Office	Chris Angellatta	260.918.2158	chris_angellatta@fwymca.org
YMCA Camp Potawotami	Shelby Nichter	260.351.2525	shelby_nichter@fwymca.org
YMCA Child Care Services	Nicole Saunders	260.449.8468	nicole_saunders@fwymca.org
YMCA Youth Service Bureau	Amy Just	260.449.7061	amy_just@fwymca.org



ANNUAL
CAMPAIGN

3 ADDITIONAL WAYS TO SUPPORT THE YMCA

Amazon Smile

By using Amazon Smile, Amazon will donate 0.5% of the price of your eligible AmazonSmile purchases to the YMCA of Greater Fort Wayne!

- 1. Before shopping, go to Smile.Amazon.com. Then, sign in using your regular Amazon account.** (For future shopping trips go to Smile.Amazon.com, not Amazon.com so your purchases count toward Amazon's donation to the YMCA)
- 2. Choose: **YMCA of Greater Fort Wayne**, as your charitable organization.**
- 3. SHOP!** (Supporting: YMCA of Greater Fort Wayne will appear at the top of your page.)

Kroger Rewards


Supporting the Y has never been easier! Just shop at Kroger and scan your Plus Card! Here's how to enroll:

- 1. Visit www.Kroger.com/CommunityRewards**
- 2. Scroll down to find your location and click "Enroll Now"**
- 3. Sign in to your online account, or create an account**
- 4. Find and select the YMCA branch you would like to support and click "Save".**
- 5. You'll start earning rewards for our organization right away on qualifying purchases made using your Kroger Plus Card! Learn more at [Kroger.com/CommunityRewards](https://www.Kroger.com/CommunityRewards).**

Let's Create Change Together

Join the YMCA of Greater Fort Wayne and round up the change on your purchases to the nearest dollar.

<https://fwymca.cheerfulgiving.com/pages/choose-a-branch>

The background is a solid blue color with a large, abstract, darker blue shape that resembles a stylized letter 'R' or a similar geometric form. The shape is composed of several overlapping areas, creating a sense of depth and movement. The overall design is clean and modern.

Our mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all.