**EMAIL TEMPLATE FIRST ASK**

Hi Andrea,

I don’t know if I’ve ever told you this, but I am a board member for the YMCA. One of the reasons I’m involved with the Y is because there are so many people in our community who benefit from the programs and services. Because part of the Y’s mission is to be available to everyone, they remove barriers that prevent people from being able to participate. One of those barriers can be finances. Part of my role as a board member is to help raise money for the Y, which is the reason I’m writing.

You received a letter a few months ago saying I would be calling soon. Well, as you know our lives changed dramatically in March and we all had to adjust to a new normal……we felt it best to pause the campaign so that’s why you haven’t heard from me until now. We are hearing that many people are looking for a way to help those who have been impacted by the pandemic, so we want to give people like you that opportunity.

Even though the Y’s doors have been closed, the Y has still been serving our community. Have you heard about any of the projects the Y has been leading recently?

·    **FREE GRAB-&-GO SUPPER -** Anyone who needs food can pick up supper at the [Renaissance Pointe YMCA](https://www.fwymca.org/location). Meals are also delivered to specific neighborhoods where transportation is a barrier.

·    **SAFE PLACE -** When youth find themselves in crisis, the YMCA Youth Services provide~~s~~ 24/7 access to immediate help and support.

·    **EMERGENCY CHILD CARE DURING COVID-19 -** The Y is providing emergency childcare at 3 sites in Allen County for healthcare workers and other essential services employees.

The Y staff are also working hard to prepare summer day camps so that when we get back to normalcy, parents have a safe, nurturing place to bring their children during the workday.

These are just a few of the reasons I love being involved with the Y. It’s an organization that works to help us…to help everyone. When the economy picks up and people are working again, the Y is going to be needed more than ever. For working parents who may have lost income due the pandemic, the Y offers financial assistance so that finances aren’t a barrier to a child being enrolled in any program such as summer day camp or afterschool care.

*\*\*\* Suggest a giving amount from SUGGESTED GIVING SHEET.*

I would be happy to talk to you further about making a gift to the Y. If I don’t hear anything from you, I’ll try again on (\_\_\_\_day). Alternatively, if it would be more convenient you can make a donation online at [fwymca.org/donate](https://www.fwymca.org/support-y/donate%22%20%5Ct%20%22_blank).