

# 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!