

GAME ON!



2020 COMMUNITY SUPPORT CAMPAIGN

CAMPAIGNER WORKBOOK

Without your personal story, participation and time, we could not conduct a successful Community Support Campaign. Thank you for helping us build relationships in our community, for your willingness to share stories and open our doors to everyone regardless of their ability to pay. Your contributions of time, talents and treasures are greatly appreciated.

YMCA OF METROPOLITAN CHATTANOOGA





FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ABOUT THE YMCA OF METROPOLITAN CHATTANOOGA

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

The most important words in that mission are the last two, for all. The YMCA is for everyone regardless of age, race, religion or financial situation.

The YMCA is a cause-driven charitable organization, designated as a 501(c)(3) organization by the IRS. Strengthening communities is our cause with our focus on youth development, healthy living and social responsibility.

At the Y, we believe that lasting social change happens when we all work together. Every day, we work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background has the opportunity to be healthy, confident, connected and secure.

WHAT IS THE Y'S COMMUNITY SUPPORT CAMPAIGN?

Each year, the YMCA of Metropolitan Chattanooga conducts its Community Support Campaign to help make our mission a reality by allowing all that wish, to have access to Y programs and services.

For decades, our Y has pledged to turn no one away from its programs and services due to their inability to pay the regular fees for those activities. One way our YMCA honors that pledge is with the charitable support raised from our members and our community.

In the past year, our YMCA has provided more than \$1.1 million in scholarships and fee subsidies for its programs/services to thousands of individuals in our community.

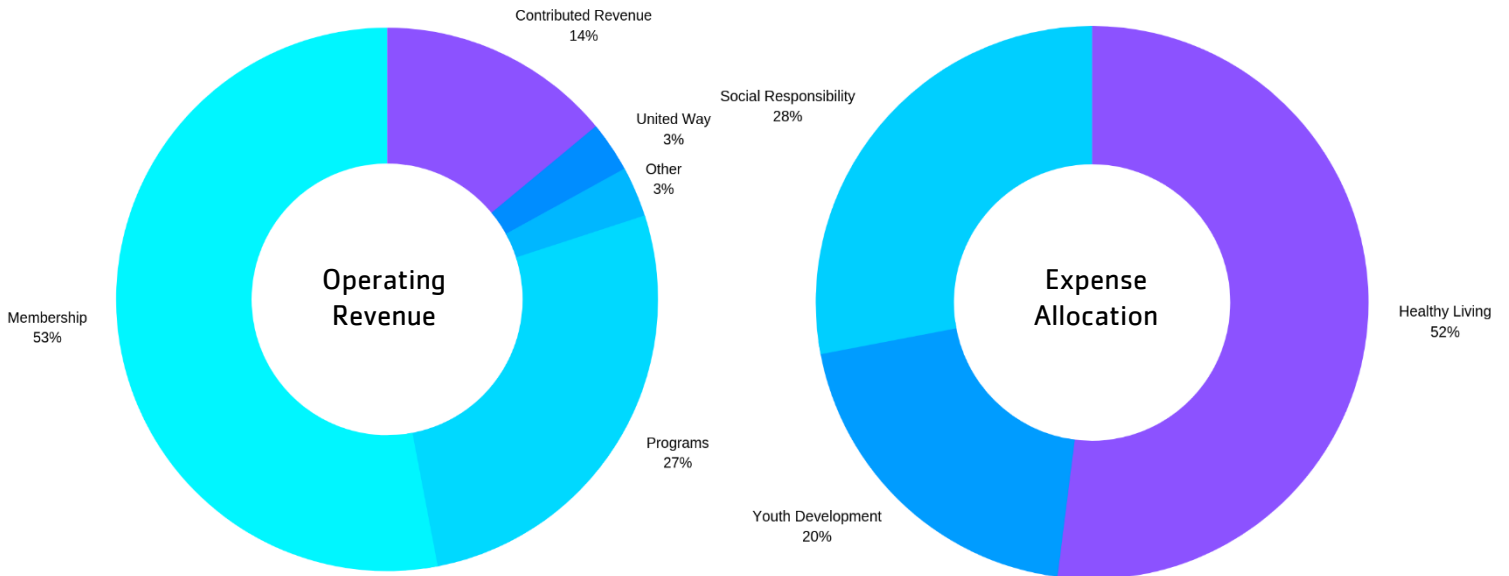
HOW IT WORKS?

The YMCA Community Support Campaign is a coordinated, community-wide effort across all our YMCA branches and service sites. There are over 300 YMCA Campaign Volunteers, just like you, engaged in this campaign across the community.

When you give to the Y, you are providing children, teens, adults and families in our community the opportunity to learn, grow and thrive. Without the financial support of our donors through the Community Support Campaign, we could not fulfill our mission that the Y is available...FOR ALL.

GET TO KNOW US. YMCA OF METROPOLITAN CHATTANOOGA

2018 Community Impact Report



People We Serve

Working as a Team

Facility Members
60,000

Preschool
189

Summer Day
Camp 5,907

Swim Lessons
2,842

Camp Ocoee
1,114

Locations
9

Sites Served
170

Board Members
173

Full-Time Staff
94

Part-Time Staff
894

Total Donors
1,743

EXAMPLES OF HOW YOUR CONTRIBUTIONS HELP PEOPLE IN OUR COMMUNITY



2,842 kids learned life-saving skills in swim lessons and the Safety Around Water program.



1,000 students participated in YMCA Before and After School programs, ensuring that they have a safe place.



Nearly 800,000 meals provided to children & students through Mobile Fit & Backpack Blessings.



250 youth served in YCAP, promoting emotional & education development.



More than 400 Healthy Living program participants built strength and confidence.



150 players participated in Miracle League of Chattanooga alongside almost 600 volunteers



1,114 kids experienced nature, practiced leadership, and challenged themselves in the rustic setting of YMCA Camp Ocoee.



5,907 youth experienced days of safe and fun activities during YMCA Summer Day Camps.



2,906 youth learned skills, made friends and had fun in Youth Sports Programs.



189 children were equipped with the skills for life-long learning in our Downtown Preschool.



More than 13,000 members accessed health and fitness services in pursuit of their personal health goals.



Over 1,850 unique donors contributed to our YMCA to ensure all services are available regardless of ability to pay.

IMPORTANT CAMPAIGN INFORMATION

CAMPAIGN GOAL

Association Goal	Branch Goal	Team Goal	My Personal Goal
<u>\$ 860,000</u>	<u>\$</u>	<u>\$</u>	<u>\$</u>

MY BRANCH CAMPAIGN CONTACTS

Branch Leaders	Name	Email/Phone Contact
Campaign Chair		
Branch Executive		
Campaign Coordinator		

Volunteer Leader & Teammates

Phone and/or Email Contact Information

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Other Key YMCA Staff

Phone and/or Email Contact Information

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CAMPAIGNER RESPONSIBILITIES

1. Make your own pledge before asking others: After making a personal gift, it is much easier to ask someone else to do the same. A Campaigner's pledge demonstrates commitment and belief in the YMCA.
2. Attend Campaigner training: This session is designed to help Volunteer Campaigners feel comfortable asking people to support children, adults and families in need through YMCA programs and services.
3. Complete your Campaign workbook: Fill in the details of your campaign planning and worksheets to help plan your activities and increase the impact of your campaign effort.
4. Attend the campaign kickoff: January 30th; Meet other volunteers, learn more about YMCA programs, be inspired to do your campaign work and have fun.
5. Campaign: Make personal calls on cleared /assigned prospects telling the YMCA story and asking for a contribution to the campaign.
6. Fill out pledge forms accurately and completely. The information you secure for the pledge forms allows us to properly acknowledge the gift and thank the donor. The Solicitor's Section is new this year. We ask that you record the amount you "ask" for, how the gift was secured and what specific case was used.
7. Turn in pledge forms each week: Bring pledge forms for those who have pledged and those who have declined to give back to your YMCA.
8. Attend victory celebration: The victory celebration is a time to thank volunteers for their commitment and hard work, as well as a way to celebrate the lives that will benefit from a successful campaign.

COUNTING DOWN THE TOP REASONS INDIVIDUALS GIVE TO CHARITIES

- #5 They respect you, the person asking them.
- #4 They believe in the mission and future direction of the charity.
- #3 They have received assistance in the past and now want to "give back."
- #2 They have a personal involvement with the charity.
- #1 BECAUSE THEY WERE ASKED!

FINDINGS FROM RECENT RESEARCH FOCUSED ON YMCA DONORS

1. Many Y donors have a poor understanding of how gifts are used and the Y's impact.
2. Existing donors would likely give more, if they better understood how their gifts are used.
3. YMCA donors also indicated they have the capacity to make significantly larger gifts.
4. YMCA CAMPAIGNERS need to ask donors for those larger gifts.

GET TO KNOW OUR CASE



EXAMPLE CASE FOR SUPPORT

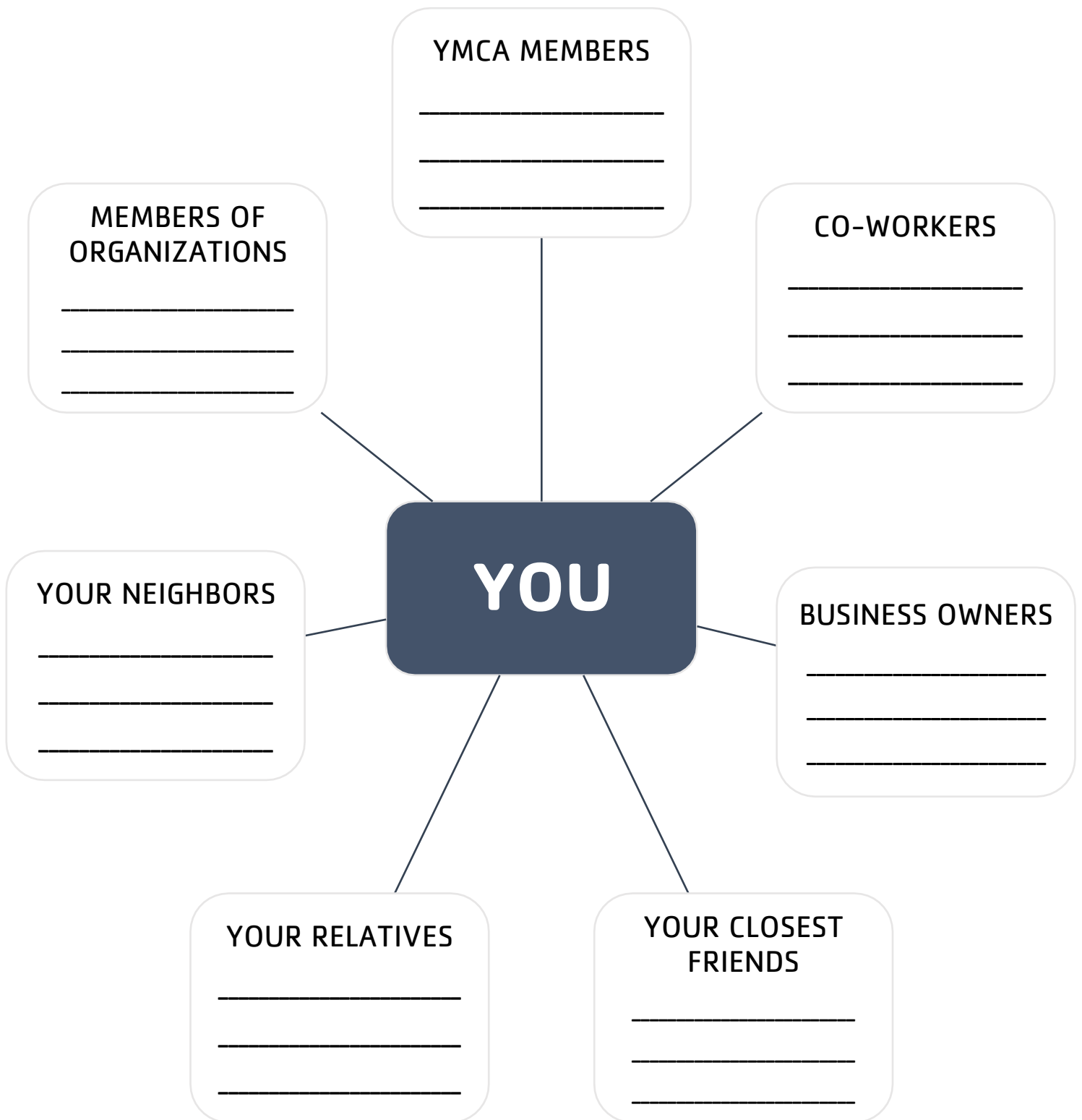
	CASE
Program/Activity responding to a community need	Safety Around Water
Supporting data	<ul style="list-style-type: none"> • Drowning is the 2nd-leading cause of death for kids ages 5-14 • 88% of kids who drown do so under adult supervision • 60% of kids that drown are within 10 feet of safety
Evidence of progress	<ul style="list-style-type: none"> • Drowning is preventable • 100% percent of the children who attended at least 5 classes showed an increase in their swimming skills • 48% of the 1,015 unique children who participated were able to jump in and swim at least 5 feet unassisted and without flotation
Examples of gift impact	<ul style="list-style-type: none"> • Would you join me and help save a child’s life with a gift of \$50? • Would you consider supporting a summer session of our Safety Around Water Program. A pledge of \$1,000 would do just that.

GET TO KNOW OUR CASE FOR SUPPORT WORKSHEET

Branch: _____

	CASE 1	CASE 2	CASE 3
Program/Activity responding to a community need			
Supporting data	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • •
Evidence of progress	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • •
Examples of gift impact	<ul style="list-style-type: none"> • • 	<ul style="list-style-type: none"> • • 	<ul style="list-style-type: none"> • •

CIRCLE OF INFLUENCE WORKSHEET



The #1 reason people do not give is because they are not asked.

CAMPAIGNER GUIDELINES FOR A BEST PRACTICE “ASKS”

1. Use a specific case for support for every contribution request.
2. Ask for the benefit a specific gift amount provides.
 - a. Ask renewing donors the for a significantly increased gift amount, even double.
3. Complete the Donor Form and confirm donor contact and gift information for all requests.
 - b. Please also complete the Campaigner/Solicitor Only details on each Donor Form.

BUILDING YOUR CAMPAIGNER SCRIPT

1) INTRODUCE YOURSELF

“Hi, (Prospective Donor Name), this is (Your Name). As you may know, I’m a volunteer with the YMCA Community Support Campaign. Thanks again for taking the time to talk with me about considering a gift to support the great impact of the YMCA in our community.”

“I’m a volunteer in the Y Campaign because (tell about your involvement in the YMCA as appropriate).

“Do you have any experiences with the 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.)

2) SELECT A CASE BASED ON THE DONOR’S EXPERIENCE OR YOUR PASSIONS.

Refer to your “Get to know your Case for Support worksheet”

3) MAKE THE ASK – Examples & Script

- A) “You mentioned that your kids learned to swim at the Y. Mine did too. Learning safety around the water is so important for kids. Did you know that drowning is the second-leading cause of death for children under 14 y.o? I made my gift to help make swim lessons available to all kids. Would you be willing to join me and help another child learn to swim? A \$50 gift could do that”.

BUILDING YOUR CAMPAIGNER SCRIPT - continued

B) "You were generous last year with a gift of \$500 to send a kid to camp. Over 150 kids went to YMCA Camp Ocoee last summer with help from people like you. This year, would you consider sending two kids for a week-long opportunity to gain self-confidence and make new friends? Your gift to \$1,000 could make that happen. You could even spread it out with \$250 every three months until year-end."

C) I'm helping my YMCA raise money for _____ that
(Program/Activity case)
will/can _____. I believe this program makes a significant
(Supporting data)
impact in our community. In fact, we know that this program can/will
_____. Would you consider joining me in support of the Y
(Evidence of progress)
by helping _____ with a gift of _____?"
(# of kids/adults/participants) (ask for a specific \$ amount)

(Be quiet and wait for the donor to respond... then proceed appropriately)

4) THANK DONOR AND CONFIRM CONTACT INFO, THE GIFT/PLEDGE AMOUNT, PAYMENT METHOD & SCHEDULE.

"Thank you so much. You'll receive an acknowledgement for your gift/pledge of
\$ _____ from the Y in the very near future.
(Amount)

Let me make sure I have your correct contact information."

(Confirm gift amount and adjust contact information, as necessary.)

Would you prefer to pay your gift in full or on some other basis?" When would you like to be reminded to pay your pledge?

(Record donor's expected payment method and payment schedule. If not recorded, the donor will be invoiced for the full amount within 30 days.)

"Thanks again. The YMCA really appreciates your generous support...and so do I."

(Be sure to check the Frequently Asked Questions at the back of your workbook to help you respond to questions from prospective donors.)

KEYS TO SUCCESS

Make your gift first.

This is the most important thing a Campaign Volunteer can do to be successful. It is difficult for you to ask others to make a commitment to the Y before making your own commitment.

Know the Y and its programs.

Campaign volunteers that understand the impact of the Y on individuals, families and the community will be successful in their campaign roles. Before you begin, take the time to review the stories in the YMCA Annual Report and, the branch story in your branch campaign brochure. Getting to know how our Y strengthens our community is a key to communicating the benefit to potential donors.

Review info in this guide.

Learn the information presented at the training and the kickoff. Be able to describe the Y and how individuals and the community benefit from YMCA programs. Understand donor payment options and most importantly, tell what the Y means to you.

Visit YMCA programs.

Get to know the programs first hand. Meet with YMCA program staff and ask questions.

Know/Learn about your prospects.

Each potential donor will have a different connection to the YMCA. They may have taken swim lessons as a kid, or gone to camp. Their kids may play in our seasonal youth sports leagues. They may use the Y facilities to get or stay healthy now. Regardless, you need to know their connection in

order to find the Y program or service with which they will most relate and hopefully, support with a contribution.

Plan your approach.

Judge in advance why the prospect would wish to give and what would motivate him or her to make the largest gift possible. What things about the YMCA, its programs, needs and impact on the community will appeal most to the prospect? Consider the prospect's giving capacity. What size gift should be solicited? Would a lump sum or installments be convenient?

See every prospect personally.

The most successful way to campaign is face-to-face. By treating every visit as a major event, a campaigner will secure the maximum pledge. Statistics show that a carefully done mail campaign has less than a 1% response; telephoning is a little better at 5%; campaigning face-to-face, however, has a 75% response.

Share a Y story.

Giving is largely a matter of education and connection. Your enthusiasm is contagious. Use your Y story or the stories of others to connect to a prospective donor and demonstrate how our Y positively impacts people and the community. Explain that their gift will provide a specific benefit or opportunity for another child, adult or family. By appealing to the interest of the potential donor, it is more likely that you will receive a positive response when asking for a contribution.

Aim high; be specific.

When the time is right, ask for a specific gift amount, based on the benefit it will provide. Talk about impact rather than dollars. Focus on

what those dollars will do for people. If the person has donated in the past, encourage them to significantly increase or even double their previous year's gift. A \$300 gift last year may have the potential to be \$600 or more this year, allowing the Y to expand services to more children and families in our community.

Emphasize pledging.

The advantages are obvious. Most people can give more over a period of time than at any given moment. Four payments of \$250 make a very generous gift of \$1,000.

Ask about matching gifts.

Ask the donor if his/her employer has a matching gifts program. Many will match a gift if asked. It is an easy way to double your success. The donor may request the matching gift form from his/her company.

Suggest a gift of stock.

For some individuals, gifts of appreciated securities such as stocks, mutual funds and bonds can provide attractive benefits, including avoidance of capital gains taxes and charitable deductions.

Never leave the pledge form.

If you cannot get a decision on the first visit, take the form with you when you leave. Tell the person you'll call back on a specific date. Feel free to leave a campaign brochure.

Close each contact with gratitude.

Always thank your prospects for their time, regardless of whether you secure a gift or pledge.

THE PLEDGE FORM

The pledge form is critical to the campaign. Every effort is made to ensure there is only one form per prospect to protect him or her from being called more than once. Volunteer campaigners may request a certain person's form but should not call anyone without obtaining a pledge form first.

STEP 1. Donor Information

Verify the donor's Name, Phone, Email, and Address

If the donor's preferred recognition name is different from the donor information, please indicate that at the top of the form.

Review gift history

Soft Credits recognize a donor for a gift they did not make personally, but to which they were connected, i.e. company matching gift.

STEP 2. Payment Options

Verify the donor's gift/pledge amount.

For invoices, indicate whether they would like to be billed monthly, quarterly or one-time.

Pay now with cash or check

STEP 3. Gift Information

Donor's may designate their gift to specific programs

➔ Get the donor's signature to emphasize their commitment.

STEP 4. Campaigner/Solicitor's section

Record the amount you "ask" for, how the gift was secured and what specific case was used.

STEP 5. Check the form for completeness and sign it before returning it to your branch.



STEP 1: DONOR INFORMATION

Donor Name _____ Date of Birth _____
 Organization/Corporation (if applicable) _____ Contact Person _____
 Mailing Address _____ City, State, Zip _____
 Donor or Contact E-Mail Address _____ Donor or Contact Phone Number _____
 Branch _____ Campaigner Name _____
 2019 Pledged: _____ 2018 Gift: _____ 2017 Gift: _____ 2016 Gift: _____

STEP 2: PAYMENT OPTIONS

2020 Gift/Pledge Total: _____

Pay Now Cash Check payable to YMCA of Metropolitan Chattanooga
 Please Invoice Me One Time in _____/2020 Quarterly (Mar, Jun, Sept, Dec) \$ _____/x4 \$ _____/Monthly
 Credit Card One Time in _____/2020 Quarterly (Mar, Jun, Sept, Dec) \$ _____/x4 \$ _____/Monthly
 Please call (423) 265-8834 to charge your credit card or go online at www.ymcachattanooga.org.

STEP 3: GIFT INFORMATION

Gift Designation: Area of Greatest Need Other/Special Instruction: _____
 DONOR SIGNATURE: _____ DATE: _____
 Recognition Name: _____ Do not publish my name
 Matching gift will come from donor's or spouse's employer below:
 Company Providing Match _____ Company Contact Person _____ Company Phone Number _____

CAMPAIGNER USE ONLY:

Solicitation Method (choose one) Face-to-face Phone Call E-mail Other _____
 Ask Amount \$ _____ Case For Support Presented: _____

OFFICE USE ONLY:

Add constituent only. Gift received at branch.
 Reviewed by: _____ Scan Date: _____

- Return all completed pledge forms and any cash or checks to your branch promptly.
- If you are unable to contact a prospect, return the card as soon as possible to your branch so someone else may have a chance to make contact.

FREQUENTLY ASKED QUESTIONS:

Is the YMCA a charitable organization?

Yes. The YMCA of Metropolitan Chattanooga is a not-for-profit organization classified by the Internal Revenue Service as a 501(c)(3) corporation. Based on that designation, all contributions to the YMCA are considered tax-deductible. The YMCA of Metropolitan Chattanooga is reviewed annually and maintains an Accredited Charity designation by the Better Business Bureau.

What is the difference between a health club and the YMCA?

The YMCA, unlike private, for-profit health clubs, has a purpose and philosophy built into its programs, recognizing that there is more to achieving good health than just strengthening muscles. Our mission is an essential component of every YMCA program. We focus on character development, expressing our Christian principles through the core values of caring, honesty, respect and responsibility. Moreover, the YMCA is an inclusive organization and turns no one away because of race, religion, gender, physical ability or an inability to pay.

Why should I contribute when I already pay dues as a member?

Your membership dues cover the cost of your facility or program membership but do not support the additional cost of our scholarship programs to reach out into the community and help those less fortunate. These programs are possible only through additional funds we raise from Y friends and members like you who want to help others.

Do contributors receive special membership privileges?

Donors receive recognition as YMCA supporters, and their gifts will qualify as charitable deductions under the guidelines of the Internal Revenue Service. However, contributors do not receive any special membership or program privileges because of their charitable contribution.

How much of what is contributed stays in the community?

All contributed dollars are used for programs and services in the communities served by the YMCA of Metropolitan Chattanooga. Our Y prides itself in keeping our administrative and fundraising expense well below the standards for accredited charitable organizations.

Who contributes to the YMCA?

More than 1,500 individuals, businesses, foundations and civic groups contribute funds each year to further the work of our YMCA.

Doesn't the YMCA already receive additional funding from the United Way?

The Metro United Way is a valued supporter of the YMCA. However, it currently contributes less than 3% of our budget. The United Way encourages the Y to solicit money from its friends and members to increase its services to the community.

Who decides how contributions are used?

The YMCA is a volunteer-driven, volunteer-led community service organization. It is governed by a board of directors from the community who serve out of dedication to the mission and purpose of the YMCA.

Volunteer board members approve the YMCA's annual operating budget and regularly monitor revenues and expenses over the course of each fiscal year.

What are my payment options?

The YMCA is pleased to handle contributions in any manner the donor wishes. The pledge form is used to indicate which billing arrangements are most convenient. The donor may wish to spread payment of their contribution over the year on a monthly, quarterly or semi-annual basis. Most credit cards are accepted and bank drafts can also be arranged.

Can I make a gift online?

If a donor wants to make a gift online, please direct the person to www.ymcachattanooga.org where he or she will find further direction.

Will the Y accept an in-kind gift?

Yes. The needs of the YMCA are not just monetary. YMCA programs also benefit from contributions of equipment such as computers, video equipment and tools. The fair market value of donated items is tax-deductible. However, the value of in-kind contributions does not count toward the Community Support Campaign goal.

Notes: