



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



Investing In **COMMUNITY**

2025 ANNUAL CAMPAIGN
YMCA OF GREATER BRANDYWINE

Campaigner Handbook

For a Better Us.®

Know the YMCA OF GREATER BRANDYWINE

The YMCA strengthens families, develops values and behaviors that are consistent with Christian principles. We serve people of all faiths, races, abilities, ages and income and turn no one away for inability to pay. The strength of the organization lies in the people it brings together. Local needs are met through organized activities called programs. Your YMCA works to promote strong children and families, good health, a solid community and a better world.

HISTORY

The YMCA movement was founded in London in 1844.
The first YMCA in the USA was established in Boston in 1851.
Your YMCA of Greater Brandywine was organized in 1894.
Over the years your YMCA has benefited from widespread community support and enjoys an extraordinarily good reputation. We are a charitable, not for profit organization, qualifying under Section 501 (c) 3 of the U.S. Tax Code.



ANNUAL CAMPAIGN: WHY DOES IT MATTER?

The Annual Campaign provides critical funding to the YMCA of Greater Brandywine, supporting programs, services and financial assistance. Dedicated staff and volunteers work collaboratively on the campaign to secure charitable donations from individuals, companies, foundations and other community organizations. Last year our Annual Campaign provided support to thousands of families across our community. With the generous support of volunteers and staff like you, we are creating opportunities for all.

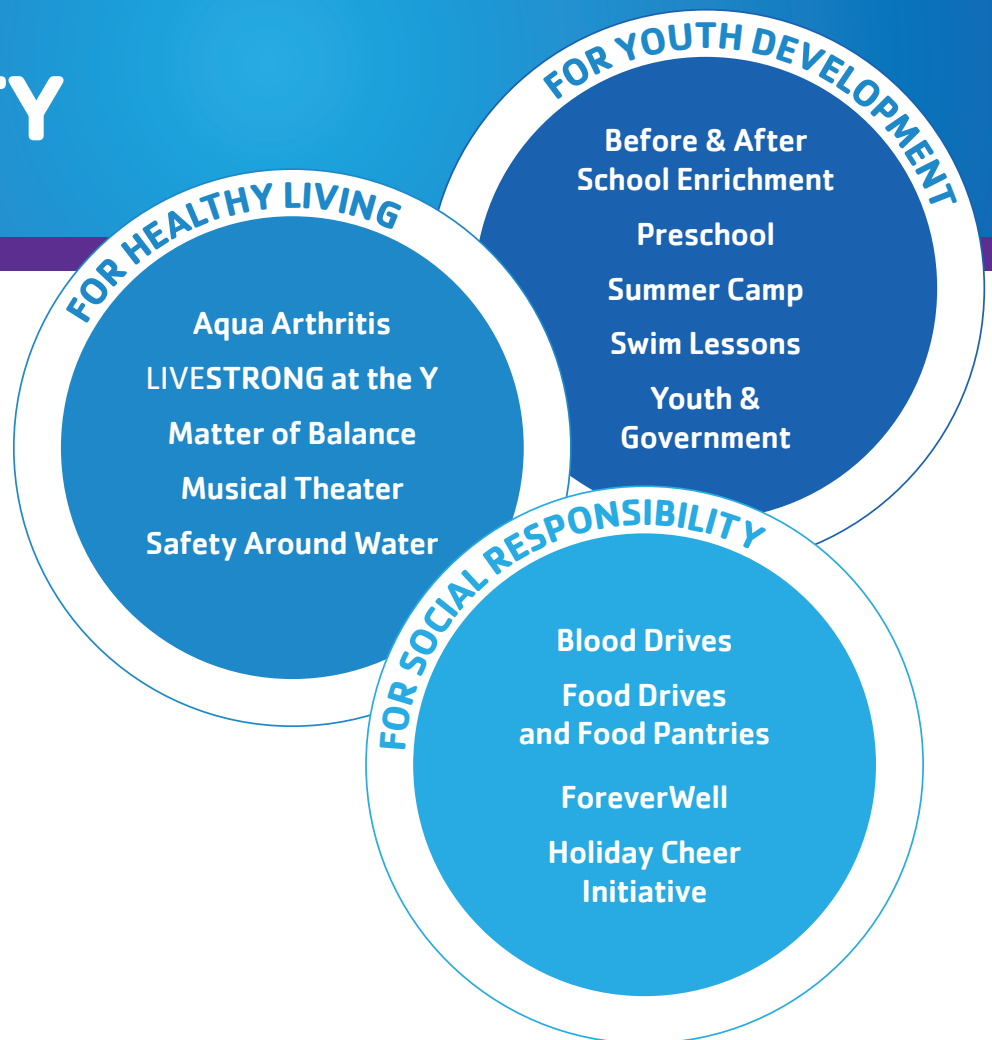
HOW DOES IT WORK?

Volunteers and staff join together to share their "Y Story" with everyone in their networks: friends, family, colleagues, fellow members, businesses and program participants. Through their efforts, they share the impact the Y makes each and every day on the lives of their neighbors in our region and invite others to join us in supporting our charitable cause.

Benefits of the **COMMUNITY**

WHY GIVE TO THE Y?

- » To provide financial assistance to those who cannot afford to pay for programs or membership fees. No one is turned away for services.
- » 100% of your gift is used for financial assistance and program subsidies.



Your Role as a **CAMPAIGNER**

1. Learn as much as you can.

Positively share the mission of the Y and stories to family, friends, business associates and prospective donors. Communicate to them the significant impact that this YMCA has on the quality of life in the communities we serve.

2. Set a goal for yourself.

Make a list of people you can reach out to and ask for donation.

3. Make your own generous gift first.

It is much easier to contact others and you are much more effective after making your personal commitment.

4. Celebrate and share your success.

Report your successes and challenges to your team leads weekly via email.

5. Approach the campaign as you would any important business project.

Use proven practices that lead to success, set weekly goals, and see them through. The success of the YMCA depends on your work.

6. Tell the YMCA story with enthusiasm.

It is a great tale to share. Anyone can give to this campaign at the level they are comfortable with. Telling the story that you know up close and personal will help others understand the mission work we do. Their perception of the YMCAs work is based on how you present the story for their gifts. Let your belief in and passion for the YMCAs work spark your prospects interests.

7. Don't forget to ask.

Once you tell others your story or a story you have witnessed, all you need to do is invite them to support the Y as you do. They want to make an impact and will support your passion of the story. Most people don't give because they have not been invited to make an impact.

Sample SCRIPT

MAKING THE ASK – INTRODUCE YOURSELF

Hi FRIEND NAME, this is YOUR NAME.
As you may know, I'm a volunteer with
the YMCA and we're conducting our
Annual Campaign. Thanks again for
taking the time to talk with me
about the YMCA and the
good work we're doing.

DISCUSS THE YMCA

I'm a volunteer in the Y campaign
because I (talk about your Y involvement
if it's appropriate) – Have you had any
experiences with the YMCA?

If yes, tell me about your experience with the Y.
(Respond appropriate 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).

DISCUSS THE CASE FOR SUPPORTING THE YMCA

This year, we're planning to raise \$_____
to support programs and services that will help
children and families throughout our community. What's
unique about the YMCA is that we do not turn anyone
away because of inability to pay. Annual Campaign dollars
underwrite financial assistance for things like after
school programs, summer day camp, swim lessons
and YMCA memberships. What's even better is that
we weave character building values into every
program that we run. That's one reason why
we say that the YMCA strengthens the
foundations of our community.

REQUEST A SPECIFIC DOLLAR AMOUNT

Will you consider a contribution of
\$_____ this year. You have all year to pay
this pledge. No money is due now, this is a
pledge for which we will invoice you.

(Silence to let them answer)
If prospect is unresponsive, say
"Let me give you a
better idea of how you can help."

AGREE ON AMOUNT

Thank you so much. You'll receive an
acknowledgment letter to thank you for your
gift from the Y in the very near future.
Let me check if the contact information I have
for you is correct. Would you prefer to pay your gift
in full now or pay later? The YMCA really appreciates
your support and so do I.

THINGS TO REMEMBER

- » Just tell your story and connect it to the Annual Campaign's impact.
- » People don't give because they haven't been invited to give. They want to make a difference and help, we just need to do the ask.
- » Being asked to give is a chance for someone to feel good and do good. To feel best prepared, try to answer the following questions in your response:
 - » Why do I volunteer or work for the Y? Why do I give?
 - » What benefits have I received from the YMCA? What is the best part of the Annual Campaign?

Tell Your Story and "MAKE THE ASK"

What would the community be like if the YMCA of Greater Brandywine didn't exist?

Think about who would be impacted. Our babies, our preschoolers, our teens, adults, families and seniors. We are a place where ALL are welcome. We teach so many so much. Our programs are endless.

- »» What is your story?
- »» Why do you volunteer for the Y?
- »» Why do you work for the Y?
- »» What makes the Y special?
- »» What have you personally done to change someone's life?
- »» What have you witnessed wherein you have seen others make a difference and changed a person's trajectory? Maybe you made an impact on this person.
- »» What is the story you can retell to make others want to help and make impact just like you did?

Find that story.

Know your pitch and just share the mission of the Y and invite others to join. That is how you ask for a gift. That is how you get others to join in our mission and help with the Annual Campaign to invest in our community. We are all here to make our community a better place. To leave it better than when we arrived. We want to leave a mark.

CAMPAIGNER PROSPECT WORKSHEET

Neighbors

- 1 _____
- 2 _____
- 3 _____

Y Members & Volunteers

- 1 _____
- 2 _____
- 3 _____

Vendors & Businesses

- 1 _____
- 2 _____
- 3 _____

Friends

- 1 _____
- 2 _____
- 3 _____

Friends

- 1 _____
- 2 _____
- 3 _____

Organizations & Clubs

- 1 _____
- 2 _____
- 3 _____

MY NAME _____

Work Associates

- 1 _____
- 2 _____
- 3 _____

Past Donors & Supporters

- 1 _____
- 2 _____
- 3 _____

Customers & Clients

- 1 _____
- 2 _____
- 3 _____

Others

- 1 _____
- 2 _____
- 3 _____

Sample EMAIL

To: Yourfriend@email.com

From: You@email.com

Subject: Make a Difference/Greater Brandywine (Branch Name)

Dear XXX,

Start by sharing your Y story or why you support the Y. Your role at the Y.

At the Y, 1 out of every 7 of our members are on financial assistance for membership and/or program fees. By donating today, you can help more kids participate in youth sports or learn to be safe around water. You can assist cancer survivors reclaim their health after treatment ends or you can help children be safe within the walls of our Y on a daily basis. We host blood drives, coat drives, food drives and often collect items for our Holiday Cheer Initiative to help those going through a tough time. As you can see, our work in the community is not finished.

As we raise funds for our Annual Campaign, we turn to you for support. A meaningful gift will help us meet our goal of \$XXXX. Please consider a pledge by June 27, 2025 to be included in the 2025 Annual Campaign. The need is real, and YOU can make a difference. Invest in our community, donate today to the YMCA of Greater Brandywine. I've made my donation; can I count on you to make one too?

Your donation can be a pledge which does not need to be paid until the end of the year. Please consider helping by making a pledge now. The link to pledge is ymcagbw.org/donatenow

Feel free to reply to this email and let me know your preference. If you have any questions, please do not hesitate to contact me. I look forward to hearing from you and keeping you informed about the work we are doing in the community.

Yours In Service,

Your Name

Branch

YOUR TEAM

WHAT IS THE ROLE OF CAMPAIGN CHAIR AND TEAM LEADER?

A campaign chair volunteer (this is the Annual Campaign Chairman who leads your branch) and the team leader (this is the staff who leads the Annual Campaign) will do all that campaigners do, as well as lead the teams to attain their goal. During the Annual Campaign the Campaign Chair (Volunteer) and the Team Leader (Staff) are a resource for all of their team members. They help orchestrate effective contacts with potential donors, communicate updates to all team members and provide encouragement and support.

Branch: _____

Campaign Chair: _____ **Contact Info:** _____

Team Leader: _____ **Contact Info:** _____

Campaign CALENDAR

* Check-In Meetings should be attended by Executive Directors and Annual Campaign Chair.

March 3

Campaign Kick-off

March 3-10

Branch Kick-offs

March 20

Report Check-In

April 3

Report Check-In

April 17

Report Check-In

May 1

Report Check-In

May 15

Report Check-In

May 29

Report Check-In

June 12

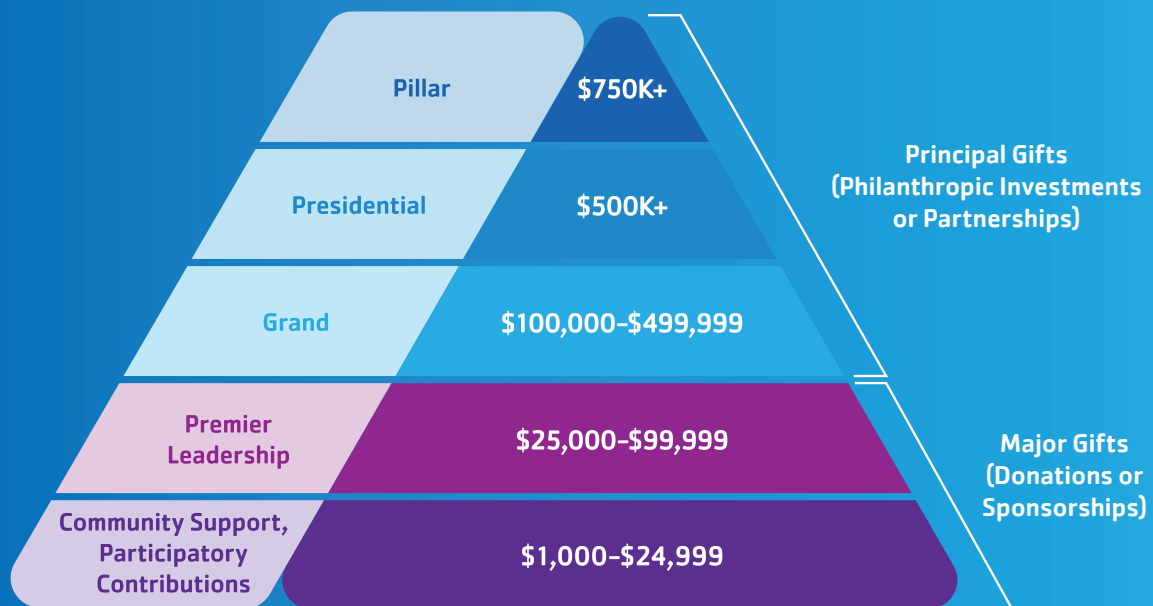
Report Check-In/Wrap Up

June 27

Campaign Closes

June 28

Victory Celebration



CATEGORY
Major Gifts (Donations or Sponsorships)
Principal Gifts (Philanthropic Investment or Partnerships)

DONOR LEVELS
Friends (\$1,000-\$2,999)
Ambassadors (\$3,000-\$5,999)
Champion/Founders (\$6,000-\$9,999)
Visionary Benefactors (\$10,000-\$24,999)
Premier Leadership Circle (\$25,000-\$99,999)
Grand (\$100,000-\$499,999)
Presidential (\$500,000-\$749,999)
Pillar (\$750,000 +)

Make your message personal

Know what you are doing and "Why the Y"

Know your prospective donor

Go after your best contributor first

See your prospects in person

Team up - try to bring someone along for support

Tell what the Y is doing - talk about the impact

NEED TO REACH SOMEONE?

philanthropy@ymcagbw.org

EMAIL US

Mary Curcio, Vice President of Philanthropy • mcurcio@ymcagbw.org

Allison Snavely, Director of Philanthropy • asnavely@ymcagbw.org

Samantha Krejci, Grant Management Director • skrejci@ymcagbw.org

Michelle von Brockdorff, Development Coordinator • mvonbrockdorff@ymcagbw.org

IMPACT

Nearly
87,743

members are a part of the
YMCA of Greater Brandywine



1,766

7th Grade Initiative
members served

5,015

volunteers brought the Y's
mission to the community

3,307

children enrolled in
summer camp

4,234

children attended
swim instruction