



THE Y. For All. Always.

Campaigner Handbook



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. #23-1365994



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.

FOR HEALTHY LIVING

Aqua Arthritis
LIVESTRONG at the Y
Matter of Balance
Musical Theater
Safety Around Water

FOR YOUTH DEVELOPMENT

Before & After
School Enrichment
Preschool
Summer Camp
Swim Lessons
Youth &
Government

FOR SOCIAL RESPONSIBILITY

Blood Drives
Food Drives
and Food Pantries
ForeverWell
Holiday Cheer
Initiative

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

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).

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 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: Together We Can Change Lives at the YMCA of Greater Brandywine

Dear XXX,

I'd like to share why the YMCA of Greater Brandywine means so much to me — and why I'm reaching out to you today.

Every day at the Y, I see lives being changed. I see children learning to swim for the first time, families finding connection and community and cancer survivors rebuilding their strength and confidence. I see kindness, courage and hope — all made possible through generosity like yours.

Did you know that **1 in 6 members at our Y receives financial assistance** for memberships or program fees?

Your support helps:

- A child joins a youth sports team and discovers the power of teamwork
- A parent affords swim lessons that could one day save a life
- A survivor finds healing after cancer treatment
- Families in crisis access food, coats, and holiday gifts through our community drives

These are not just programs — they are lifelines. And our work isn't done.

This year, our branch has set an ambitious but vital goal: **to raise xxxx by June 30, 2026**. Your contribution will help us reach that milestone and ensure no one is turned away from the Y due to financial need.

Would you consider making a gift or pledge by **June 30, 2026**, to support our 2026 Annual Campaign? Every dollar you give stays right here in our community — creating lasting change, one person at a time.

You can make your pledge today at ymcagbw.org/donatenow.

Pledges can be fulfilled at any time before the end of the year — your commitment now helps us plan for greater impact ahead.

I've made my gift because I've seen firsthand how much it matters. **Can I count on you to join me?**

If you have any questions or would like to talk more about how your support helps, please don't hesitate to reply — I'd love to share more about the lives you're touching.

With Gratitude,
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 2

Campaign Kick-off

March 2-13

Branch Kick-offs

March 26

Report Check-In

April 9

Report Check-In

April 23

Report Check-In

May 7

Report Check-In

May 21

Report Check-In

June 4

Report Check-In

June 18

Report Check-In

June 25

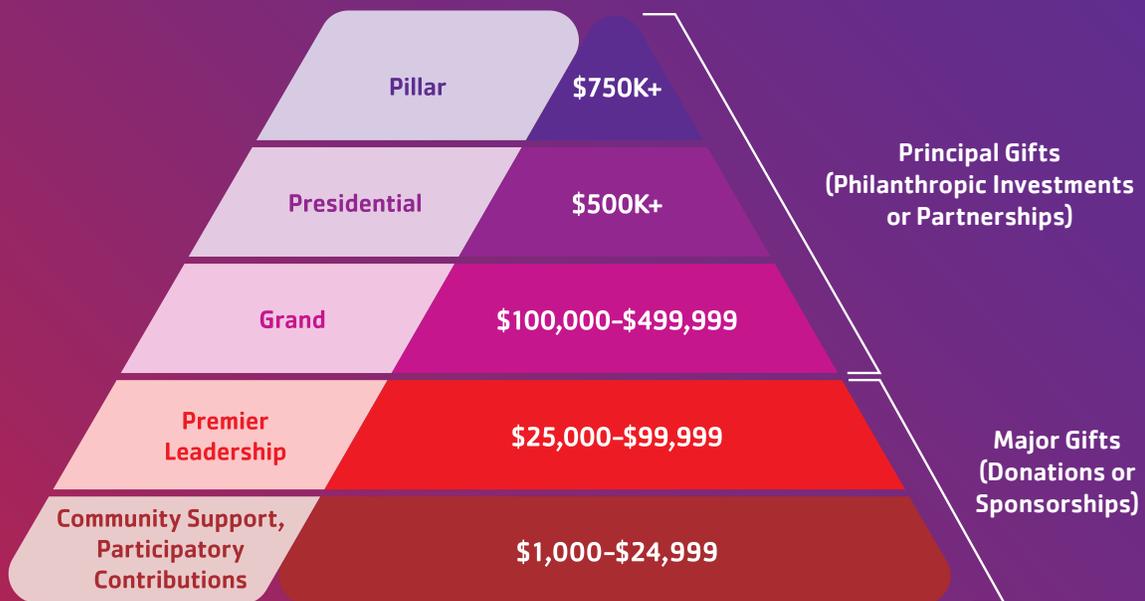
Wrap Up

June 30

Campaign Closes

September

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 +)

Main INSIGHTS

- » 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 Snavelly, Director of Philanthropy • asnavelly@ymcagbw.org

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

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

Anissa Miller, Philanthropy Coordinator • ajmiller@ymcagbw.org

LOCATIONS

ASSOCIATION OFFICE

1 E. Chestnut Street
West Chester, PA 19380
610-643-9622

COATESVILLE YMCA

295 Hurley Road
Coatesville, PA 19320
610-380-9622

JENNERSVILLE YMCA

880 W. Baltimore Pike
West Grove, PA 19390
610-869-9622

KENNETT AREA YMCA

101 Race Street
Kennett Square, PA 19348
610-444-9622

LIONVILLE COMMUNITY YMCA

100 Devon Drive
Exton, PA 19341
610-363-9622

OCTORARA YMCA AND PROGRAM CENTER

104 Highland Road, Suite 1
Atglen, PA 19310
610-593-9622

OSCAR LASKO YMCA AND CHILDCARE CENTER

1 E. Chestnut Street
West Chester, PA 19380
610-696-9622

UPPER MAIN LINE YMCA

1416 Berwyn-Paoli Road
Berwyn, PA 19312
610-647-9622

WEST CHESTER AREA YMCA

605 Airport Road
West Chester, PA 19380
610-431-9622

YMCA PICKLEBALL CENTER AT DOWNINGTOWN

901 Skelp Level Road
Downingtown, PA 19335
610-794-9622