



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



COMMITMENT TO COMMUNITY

TOGETHER, WE CAN DO SO MUCH MORE.



Community

TOGETHER WE CAN DO SO MUCH MORE

Welcome Back!

Thank you for being a part of the Southeast Ventura County YMCA Annual Campaign team! We are so excited for all that 2025 has in store for us! Are you ready to work towards our Association's campaign goal of \$250,000? The Southeast Ventura County YMCA is so much more than buildings and programs; our Y is about people. This year, the Y will serve 5,000 people with scholarships to ensure access to all YMCA programs.

Help us impact more lives this year as you help share stories from Y participants.

Thank you in advance for your participation. Feel free to contact the Y staff at any time at info@sevmca.org or use the contact info below:

Ronnie Stone
President/CEO
805-497-3081 ext. 1001
rstone@sevmca.org

Jaime Gonzalez
Chief Operating Officer
805-583-5338 ext. 4012
jgonzalez@sevmca.org

Peter Penna
Chief Resource Officer
805-497-3081 ext. 1007
ppenna@sevmca.org

Dani Hutchison
Sr. Director, Development
805-497-3081 ext. 1009
dhutchison@sevmca.org

Danielle Glezer
Sr. Director, Business Administration
805-497-3081 ext. 5015
dglezer@sevmca.org

Kris Turner
Executive Director
Simi Valley Family YMCA
805-583-5338 ext. 4003
kturner@sevmca.org

**SAVE THE DATES
VOLUNTEER TRAINING
COMMUNITY KICKOFF EVENT**

February 13 – Location TBD
7:00pm – 9:00pm



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Commitment to Community

ONE Y. ONE GOAL. ONE COMMUNITY.

Every day, the YMCA gives our community the support it needs to learn, grow and thrive. From child care, summer camp, swim lessons and inclusive programming to Find My Genius, Safety Around Water, Youth & Government and Adventure Guides, everything we do helps strengthen our neighborhoods and the people who live here.

With a focus on youth development, healthy living and social responsibility, the Y serves the communities of Agoura Hills, Moorpark, Newbury Park, Oak Park, Santa Rosa Valley, Simi Valley, Thousand Oaks and Westlake Village. We are committed to serving our growing and diverse community needs.

Volunteers at the YMCA

Volunteering is one of the essential ways the Y engages people and helps them to be healthy, confident and connected to others. The role of volunteers distinguishes the Y as a place where everyone can take an active role in bringing about meaningful, lasting change in the community. Engaging volunteers is at the core of the YMCA's mission and has been a transformational part of our organization since the beginning. Over 60 years ago, volunteers established the first YMCA in the Conejo Valley and have continued to play a vital leadership role throughout the years. Volunteers are crucial to our organization and our ability to meet the needs of our local communities.

The Power of One

As the saying goes, there's strength in numbers. But we happen to think one is the most powerful number of all. At the Y, it all begins with one person.

- One person seeking a better future.
- One person standing up for another.
- One organization bringing them together.

Our One Cause

At the Y, strengthening community is our one cause. From this one mission comes many opportunities to focus on youth development, healthy living and social responsibility, right here in our community.

Help Us by Being the One

Help us be the one to ensure we can reach more kids and families with life-changing programs and services. The Y works with people in need right in your community.

ONE GOAL. ONE GIFT. ONE COMMUNITY. YOURS.

IMPACT (2024 DATA)



42,000+
People Served



317
Families Receiving
Financial Assistance



\$15 million
Total Budget



\$200,000+
Financial Assistance
Awarded

Commitment to All

YOUTH DEVELOPMENT

NURTURING THE POTENTIAL OF EVERY CHILD AND TEEN

Youth Sports

Participation in organized sports provides children with many opportunities to develop motor skills, build self-esteem and express themselves—all vital building blocks for life! The benefits are far greater than just physical health. Whether it's gaining confidence from learning to play or building positive relationships leading to good sportsmanship and teamwork, participating in sports at the Y is about building the whole child from the inside out.

Aquatics

The Y has been teaching people to swim for more than a century. We offer a variety of swim programs for all ages that challenge and develop participants in spirit, mind and body. From toddlers who need basic water safety and survival skills to teens who need to prepare for a Junior Lifeguard test, YMCA swimming is for everyone.

- Swim Lessons (Private or Group)
- Parent/Child Swim Lessons
- Swim Team
- Lifeguard Training
- Family/Recreation Swim
- Safety Around Water
- Water Aerobics & Fitness

Afterschool Care

In California, 41% of children are without adult supervision after school. During these hours, youth are at a greater risk of involvement in crime, drug abuse and other destructive behaviors. Through the Annual Campaign, we are committed to assisting families in need of a safe and engaging setting for their children while they are at work. In a time when schools and families are cutting back to basics, children need the Y more than ever! Sports, homework support, exposure to the arts, technology and time to have fun with friends are just a few highlights.

Summer Camp

YMCA summer camps are educational and experiential. They promote cognitive development, physical well-being, social growth, character development, leadership skills and a respect for the environment. Through a variety of engaging activities and the use of natural surroundings, YMCA camping programs encourage participants to explore and develop their interests and abilities in a safe and nurturing environment.

Youth & Government and Model United Nations

Youth & Government and Model United Nations offers high school students and middle school students the opportunity to serve their schools, communities, states and nation through model government, civic engagement, advocacy, leadership and character development, service-learning, and other opportunities to amplify youth voice and strengthen youth civic health.

HEALTHY LIVING

IMPROVING THE NATION'S HEALTH & WELL-BEING

Health & Wellness

Because we know healthy lifestyles are achieved through nurturing the mind, body and spirit, the Y's health and fitness programs encompass more than just working out. In addition to our fitness programs, group exercise classes and facilities, we provide educational programs to promote healthier decisions, youth programs to keep children active and engaged and many opportunities to get involved, give back and get connected.

Adventure Guides

The YMCA's parent/child program has been strengthening family relationships for over 80 years. This program encourages parents and children to spend valuable, quality time together through campouts, community service projects and other special activities. Parents and children experience fun adventures together, building the foundation for a positive, life-long relationship.

SOCIAL RESPONSIBILITY

GIVING BACK & PROVIDING SUPPORT TO OUR NEIGHBORS

Community Services

The Y is a powerful ally and advocate for our communities. Our experience, strong relationships and presence in our communities mean we can organize grassroots efforts around a range of social issues, such as child and adult welfare, public health and inclusion programs.

YMCA Community Services provides essential support for the most overlooked members of our community, delivering unique programs and services to youth and their families.

Signature Programs Include:

- Find My Genius—reduces the achievement gap in low- and moderate-income youth
- Safety Around Water—teaches vital water safety skills to all youth
- Y Champions—creates a welcoming space for those with intellectual and developmental disabilities

Volunteerism and Giving

It all starts with our community! Volunteers and donors make it possible for the Y to change lives. Our volunteers contribute by mentoring kids, coaching sports, serving as camp counselors, raising valuable funds and much more.

Service Learning

Service learning and community service projects offer both youth and adults an opportunity to learn about important issues, take action and make a difference in the world around them.

Service learning and character development activities are an integral part of our youth development and family programs. Every year, afterschool programs, Youth & Government and Adventure Guides family programs champion several community service projects; from beach clean-up to military outreach to supporting homeless children and families, the Y is making a difference.

Community Events Include:

- Healthy Kids' Days
- Fall Festival and Trunk-or-Treat
- Prayer Breakfast
- Prom Drive & Closet
- Thanksgiving Food Drive
- Backpack and Supply Drive
- Toy Drive
- Angel Tree

THANKS TO YOU!

In 2024, the Y provided over \$200,000 in assistance in addition to our signature programs Find My Genius and Safety Around Water, so families in need could access life-enriching programs.

Annual Campaign Overview

The Role of Annual Campaign

As a nonprofit dedicated to strengthening community, the Y has a need to raise charitable funds. These funds ensure all community members have access to the Y and programs that address community needs in the areas of youth development, healthy living and social responsibility. Charitable funds provide:

- Financial assistance to low-income individuals and families who cannot afford the full program rate.
- Support for the Y's two signature programs, Find My Genius and Safety Around Water, as well as Youth & Government and Y Champions.

The Annual Campaign is the Y's primary vehicle for raising sustainable charitable gifts from members and the community, but it's more than just a fundraising tool. The Annual Campaign brings together staff at all levels, committed volunteers, Y members and donors to pursue a common objective: ensuring that each Y has the resources to make an enduring impact right in its own neighborhood.

Direct Benefits of an Annual Campaign

- Secures meaningful gifts allowing the Y to expand programs to address community issues and reach out to underserved populations
- Creates ambassadors for the Y
- Builds passion for the Y's program impact on Y members and the community
- Grows staff and volunteer leadership skills
- Deepens relationships with donors and volunteers

Indirect Benefits of an Annual Campaign

- Strengthens the Y's partnerships with individuals and organizations
- Creates more committed Y members and program participants
- Enhances the Y's image in the community

The goal of a well-run campaign includes making sure everyone involved (staff, volunteers and donors) understands when they give to the Y or help raise funds, they help make lasting personal and social change in the lives of others in the community. The Annual Campaign ensures every child, adult and family at the Y has the chance to learn, grow and thrive.

ANNUAL CAMPAIGN CAMPAIGNER TOOLKIT

Everything you need to help
your team reach their goals!

CAMPAIGNER TOOLKIT
SCAN HERE



**100% RAISED
GOES BACK TO THE
COMMUNITY!**



Gifts From Individuals Are Key

ANNUAL CAMPAIGN SUCCESS

Asking for charitable gifts is an important way the Y connects individuals—whether members, volunteers or donors—to our cause. While it is tempting to believe most charitable funds come from corporations and foundations, in fact, individuals are the largest source of charitable giving in the United States. The important role that individual giving plays represents an opportunity for the Y. Through thoughtful and intentional donor cultivation, face-to-face solicitation and gift stewardship practices, the Y builds donor loyalty resulting in larger gifts now and in the future.

WE FOLLOW PROVEN PRACTICES

Proven practices are the basic beliefs and critical factors for success dictating how a campaign is carried out. They lay the groundwork for all campaign activities.

The list below provides samples of the type of proven practices leading to strong annual campaigns:



SOLICITATION OF FUNDS IS ACCOMPLISHED PRIMARILY BY VOLUNTEERS

Staff should be available to assist, but should not be relied on to participate as campaigners. (If a staff member has the best relationship with a prospective donor, he or she may ask for a gift, but should also involve a volunteer.)

The Keys to a Successful Campaign

MAKE YOUR GIFT FIRST

This is the most important thing a campaigner can do to be successful. It is difficult for campaigners to ask others to make a commitment to the YMCA before making their own.

KNOW THE YMCA AND YOUR PROSPECTS

Campaigners demonstrate respect for their prospects by knowing how the prospect's interest and the YMCA's programs "fit."

REVIEW THE INFORMATION IN THIS GUIDE

Absorb the information presented at the trainings and in this resource. Be able to not only describe the Y and how the community benefits from YMCA programs, but also how campaign dollars expand access to these programs through financial assistance or subsidy. Be able to explain donor payment options. Most importantly, explain what the Y means to you.

VISIT YMCA PROGRAMS

Get to know our programs firsthand. Meet the YMCA staff and ask questions.

SHARE THE YMCA STORY

Explain the value of the YMCA programs. Use stories of individuals to demonstrate community needs. Then relate the prospect's contribution as creating specific opportunities. By appealing to the self interest of the donor, a campaigner is more likely to secure a favorable response when asking for a contribution.

SEE EVERY PROSPECT PERSONALLY

The most successful way to campaign is face-to-face. By treating every visit as a special opportunity, a campaigner will secure the maximum pledge. Statistics show a carefully done mail campaign has a less than 1% response. Telephoning is slightly better at 5%, however, campaigning face-to-face has a 75% positive response rate.

PLAN YOUR APPROACH

Strategize in advance why the prospect might desire to give and what would motivate him or her to make a "stop and think" gift. What aspects of the Y, 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 be best? Would installments be more convenient?

AIM HIGH AND BE SPECIFIC

When the time is right, ask for a specific amount. Don't talk dollars; talk service. What will the gift accomplish? If they have donated in the past, encourage an increase in this year's gift. A \$300 gift last year may have the potential to be \$500 or more this year, allowing the YMCA to expand services to more children and families.

ENCOURAGE PLEDGING

Pledging is making a commitment or promise now to pay in the future. The advantages are obvious. Most people can give more over a period of time than at any given moment. A generous gift of \$1,000 becomes four payments of \$250.

NEVER LEAVE THE PLEDGE CARD

Experience shows only one in 100 who says, "Leave the card; I'll mail it in," ever does. If you cannot get a decision on the first visit, take the card with you when you leave. Tell the person you'll call back on a specific date.

ONLINE GIVING AND WEBPAGE

Utilize the YMCA's webpage, www.sevymca.org/annual-campaign to reach your family, friends and colleagues that you cannot connect with in person. This webpage allows YMCA volunteers, staff and donors the flexibility to support the Annual Campaign efforts through email, online giving or social media sharing. The webpage makes it convenient for donors to fulfill their gift online.

GIVSMART AND PEER-TO-PEER FUNDRAISING

Utilize the YMCA's online fundraising tool, GiveSmart Fundraise to reach your family, friends and colleagues you cannot connect with in person. GiveSmart Fundraise allows YMCA volunteers, staff and donors the flexibility to use technology to support the Annual Campaign efforts. Campaigners create a personal fundraising page to share through e-mail or social media channels. GiveSmart Fundraise also makes it convenient for donors to fulfill their gift online. For more information, please refer to the GiveSmart tutorial later in this handbook.



Everyone involved in the Annual Campaign is a member of a team. Your most important job is telling the Y story. Let people know how the Y is strengthening the community and how the YMCA is improving the quality of life for children, teens, adults and families.

****ASK ABOUT MATCHING GIFTS****

Ask the donor if his or her employer has a matching gifts program. This can double the gift!

Where Do Donations From THE YMCA ANNUAL CAMPAIGN GO?

In 2025, the YMCA will fundraise through the Annual Campaign, fundraising events and other efforts. All donations will go directly back to the communities we serve. The YMCA believes everyone should have access to vital community programs and resources supporting youth development, healthy living and social responsibility. Donations for this campaign will support financial assistance, Youth & Government, Inclusive Programming as well as our signature programs, Find My Genius and Safety Around Water.

CAMPAIGN ROLES

Campaign Manager - YMCA staff member who guides and supports the campaign volunteers. The Campaign Manager is responsible for the administration and organization of the overall campaign.

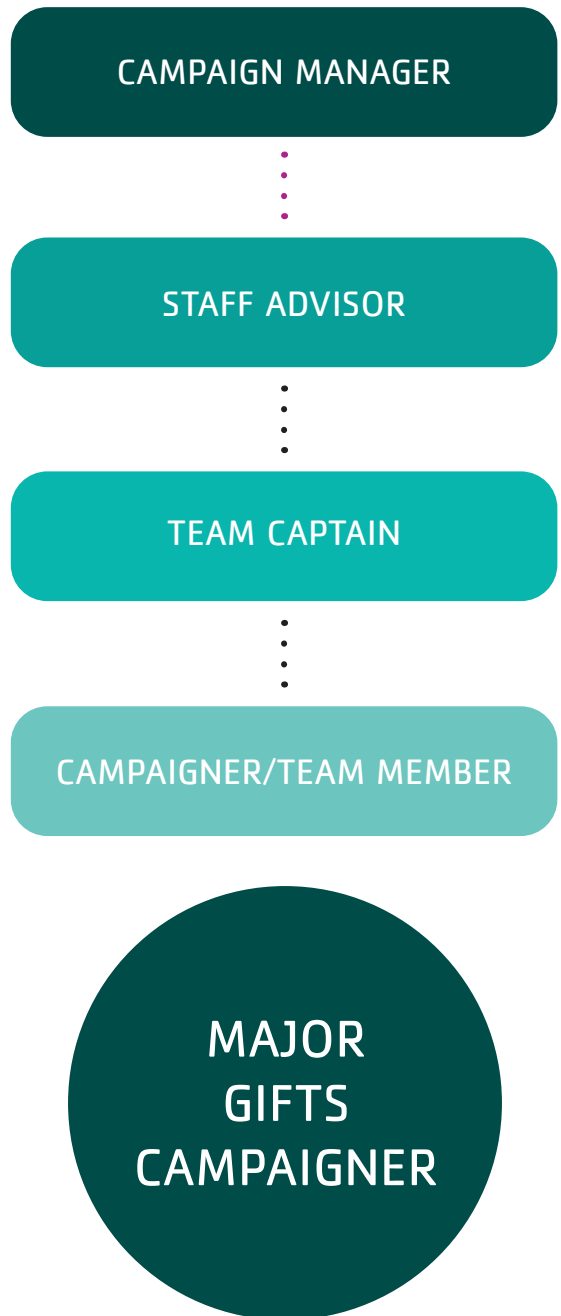
Staff Advisor - YMCA staff members who provide leadership and support to the Annual Campaign. The Staff Advisor role of the campaign is vital to the success of the campaign. Staff Advisors serve four main functions: they recruit volunteers, educate, inspire and support. Staff Advisors will be assigned to every division and team.

Team Captain - Community volunteer who agrees to recruit, lead and support a team of campaigners. A team is typically made up of three or more members. A Team Captain also develops a list of prospects (family members, friends, work associates, etc.). They agree to share the Y story and discuss a donation to support the good work of the Y. Team Captains are asked to attend all campaign events and make a personal donation to support the Y.

Campaigner/Team Member - Community volunteer who develops a list of prospects (family members, friends, work associates, etc.). They agree to share the Y story and discuss a donation to support the good work of the Y. Campaigners are asked to attend all campaign events and make a personal donation to support the Y.

Major Gifts Campaigner - Community volunteer who develops a list of prospects capable of donating \$1,000+. They agree to share the Y story and discuss a donation to support the good work of the Y. Campaigners are asked to attend all campaign events and make a personal donation of \$1,000+ to support the Y.

CAMPAIGN STRUCTURE



Prospects:

WHERE DO I FIND THEM?

People give to people.

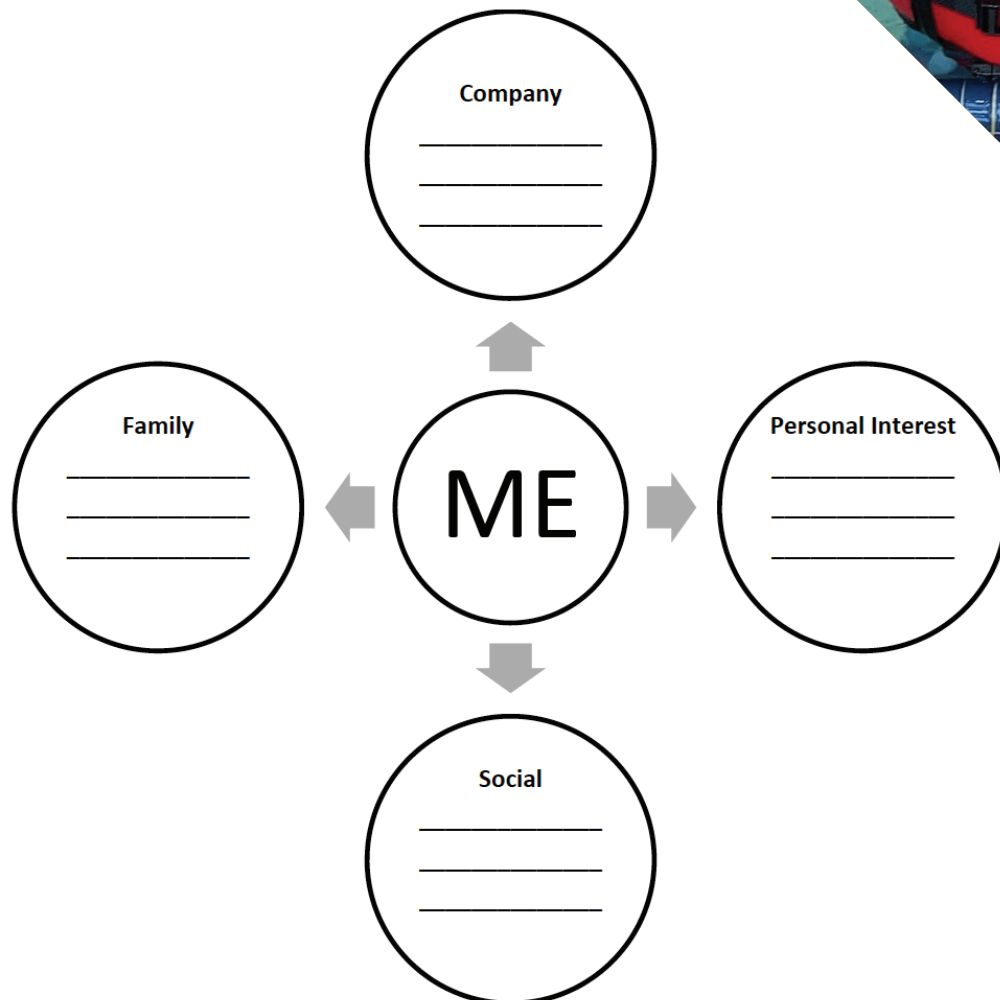
Many YMCA campaigners ask the question, "Where do I find prospects to give to the YMCA?" **The answer to this question is in all the relationships you already have in your daily life.** Studies have shown people give to people they know and trust before they give to a cause or organization. Knowing this, consider the following sources when looking for prospects to share the Y story with:

- YMCA Members and Participants
- Former YMCA Donors (Staff can provide lists)
- Current and Former YMCA Volunteers, Former Board Members
- Friends
- Relatives
- Neighbors
- Work Associates
- Vendors and Customers
- Community Organizations

Individuals are the #1 donors nationally, not corporations and organizations.



MY RELATIONSHIPS



PLANNING YOUR VISIT AND ASK WITH A DONOR

Planning ahead for an in-person solicitation visit with a prospective donor is critical. Follow the steps below to prepare. Extra steps for approaching corporate or business donors are in blue.

STEP 1: MAKE YOUR OWN MEANINGFUL GIFT FIRST

Donors make the best solicitors. Your donation underscores your commitment to the Y cause and serves as an endorsement of the work the Y does to strengthen the community.

STEP 2: FILL OUT YOUR ANNUAL CAMPAIGN PREFERRED DONOR REQUEST LIST

- Fill out your Annual Campaign Preferred Donor Request List and turn into Danielle Glezer
- We need to confirm that the potential donors you wish to ask are not already being asked by someone else or have not yet donated to the campaign
- Once Danielle clears your list, she will hand you Pledge Cards for each donor

STEP 3: MAKE AN APPOINTMENT

- Making an appointment allows you have a meaningful two-way conversation with the prospective donor. Use the tips that follow to overcome any resistance you may face in scheduling a meeting.
- Stress the importance of meeting face-to-face to discuss a critical YMCA effort that affects the prospective donor and the community.
- Call or email the prospective donor to set the meeting date and time. Give options (e.g., Can we meet for coffee at 2:00 p.m. on Thursday or 7:30 a.m. on Friday?) instead of asking an open-ended question (e.g., What times works best for you?).
- Set appointments early in the campaign process. Congratulations! Half your job is done.
- Call the prospective donors you are more confident of securing a donation from first to gain momentum.
- Make your request for an appointment/call with a company to the right person—this is usually store manager/owner at smaller businesses and the Corporate Social Responsibility (CSR) Manager/Coordinator of Marketing Manager at larger corporations.
- Some larger corporations get many requests for individual meetings and may direct you to their online request form instead. If this happens, please email the YMCA Advancement Department at campaign@sevymca.org to assist you with filling out the form.
- When considering companies to approach, please be conscious of companies who have bad reputations or stand for ideals that are contradictory to the Y's. If you have any concern in this regard, whatsoever, talk to your campaign manager before making an approach.

STEP 4: KNOW WHO TO BRING WITH YOU

Consider taking a partner on visits to current donors who are being asked to increase their donations or prospective donors with long-term potential. Doing so demonstrates to the prospective donor the importance of the request and can deepen his or her relationship with others who share a passion for the Y's work.

STEP 5: KNOW YOUR ROLE, YOUR PURPOSE AND YOUR GOAL

As an ambassador of the Y, be prepared to do the following:

- Test the prospective donor's perception of the Y.
- Share the Y story and the case for support.
- Report back to campaign personnel on the results of the solicitation, either the reason the donor chose to give or what the Y needs to do to secure a gift from the donor prospect in the future.

STEP 6: KNOW THE Y CAUSE AND YOUR YMCA'S CASE FOR SUPPORT

Be prepared to share how financial support from members and the community allows the Y to positively impact individuals in the areas of youth development, healthy living and social responsibility. Provide evidence to support the community needs outlined in your case for support and share stories that describe the way the Y addresses those needs.

STEP 7: KNOW THE PROSPECTIVE DONOR

Ideally, prospective donors will be someone you know or have something in common with. Tailor each visit to the prospective donor. Talk to others beforehand to obtain important information, if you don't know it already:

- What is the prospective donor's link to the Y (e.g., programs, camp, activities, community concern)?
- Why might the prospective donor be interested in helping the Y make an impact?
- Determine ahead of time the amount of the gift you hope to secure. Be prepared to highlight what the specific donation amount you plan to request can accomplish in people's lives. Also, investigate how the Y's work positively impacts issues of particular interest to the donor prospect.

The primary reason why most businesses and corporations donate to nonprofits is to boost their company's image and association with good causes. That being the case, many corporations want to know up front what kind of recognition they will receive in return for their donation.

How to Use the Pledge Card

The pledge card is critical to the campaign operation. Every effort is made to ensure there is only one card per prospect to protect the prospect from being called more than once. Campaigners may request a certain person's card (featured in Appendix A of this handbook) but should not call anyone without clearing and obtaining a pledge card first.

If a donor has previously given, a pre-populated pledge card will be produced and given to the campaigner assigned to that donor. For a new prospect, the campaigner will connect with the branch to obtain a new pledge card for the prospect.

COMPLETING THE CARDS

1. Verify the donor's name, address, phone numbers and email address. Note any changes on the card.
2. Ask if the donor's company matches gifts. If the company does match, please indicate the dollar amount.
3. Get the prospect's signature whenever possible because a signature emphasizes the commitment.
4. Write the donor's preference for making payments on their pledge.
5. Any contributor can pay their donation by credit card draft or deduct their donation monthly from their bank account.
6. Note billing instructions. For credit card charges indicate:
 - Visa, Master Card (M/C), American Express (AMEX) or Discover
 - Card number, expiration date and CVC code
 - Name, as appears on card
 - Complete billing address
 - Signature
7. Do not leave the pledge card with the donor.
8. If not already indicated on the card, please write in your name as the Campaigner where indicated.
9. Donors can designate their gift on the "Gift Designation" line.

RETURNING THE CARDS TO THE YMCA

During the campaign, reports are published once a week. Please turn in your completed pledge cards promptly so your work will be reflected on the weekly reports. If you are unable to contact a prospect, return the prospect's card as soon as possible to the Y Campaign Manager or designated person, so someone else may have a chance to follow up.



PLEDGE CARD: Example

Southeast Ventura County YMCA Annual
Support Campaign 2019 - Association Office

**TOP PORTION FOR CAMPAIGNER USE;
LOWER PORTION TO BE SHARED WITH DONOR**

Donor Information:

Jane Doe

123 South Hope Street
Los Angeles, CA 90071

United States
Home Phone: (555) 555-5555

Bus. Phone (800) 123-4567

Cell Phone:

E-Mail: Jane_doe@yahoo.com

Member ID: 123456

Campaigner: **Jane Doe**

Pledge Amount: _____

Matching Gift: Yes No

Company: _____

Amount: _____

- | | |
|---------------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> Will give | <input type="checkbox"/> Send information |
| <input type="checkbox"/> Undecided | <input type="checkbox"/> Change e-mail |
| <input type="checkbox"/> Declined to give | <input type="checkbox"/> Remove e-mail |
| <input type="checkbox"/> Remove from mailing list | |

New Address: _____

New E-Mail: _____

New Phone: _____

Profile:

Giving History:

As of 8/1/2018

Campaign	Pledged	Paid
Conejo Valley ASC 2017	\$1,000.00	\$1,000.00
Triunfo Golf 2017	\$1,500.00	\$1,500.00
Conejo Valley ASC 2016	\$600.00	\$600.00
Triunfo Golf 2016	\$1,200.00	\$1,200.00

Suggested Follow-up and Comments:

Suggested Giving Amount: _____



Make checks payable to:
Southeast Ventura County YMCA
100 E. Thousand Oaks Blvd, Ste 187
Thousand Oaks, CA 91360

805.497.3081

Jane Doe

123 South Hope
Los Angeles, CA
90071

United States
Member ID: 123456

Home Phone:

Business Phone: (800) 123-4567

Campaigner: Jane Doe

Total Pledge Amount: _____

Payment Options:

- I wish to pay in full.
- I wish to set up an auto draft for my payments.
- Don't draft me; please send a reminder for my pledge payments.

Payment Method:

Credit Card: Visa MC AMEX Discover

Acct #: _____ Exp Date: _____

Bank Draft (Attach voided check)

Full Payment Enclosed

Payment Schedule:

- Weekly Monthly Quarterly
- Semi-Annually Annually

Start Date: _____ End Date: _____

Donor Signature: _____

GiveSmart Fundraiser Online Tool Tutorial

PEER-TO-PEER ONLINE FUNDRAISING TOOL TUTORIAL

GiveSmart's Peer-to-Peer Fundraise Tool is our online fundraising platform. You can create your personal fundraising page to share with friends and family to collect Campaign gifts. It's easy!

Here's how to set up your Peer-to-Peer page:

- Visit your Southeast Ventura County YMCA GiveSmart fundraising page
<https://fundraise.givesmart.com/vf/YCampaign>
- Click on Become a Fundraiser
 - Fill in all the fields: First Name, Last Name, Mobile Number and Email.
 - Click on Become a Fundraiser
- Customize your Peer-to-Peer Page
 - Upload a picture of yourself
 - Set your personal fundraising goal
 - Set your personal messages, see below for example
 - Click "Save" to go to your page or "Join or Create a Team" if you are part of a team
- Share your page with your network by clicking on the Facebook, Twitter or email icons to automatically create a message with a link to your fundraiser page.

A "thank you" email automatically sends once a donation is made to your page, but we ask you to follow up with a personal thank you, too!

BEST PRACTICES

Strong Headline: Use clear and concise headline that immediately grabs attention and explains the purpose of the fundraiser.

Share your Y story: Sharing your story will help resonate with your audience and highlights the impact of their donation.

Call to Action: Use clear and direct call to actions, such as "Donate Now" or "Support Our Cause."

Mission Statement: Use the Y Mission statement.

- The Southeast Ventura County YMCA builds relationships, impacts lives and strengthens our community through youth development, healthy living and social responsibility.
- Send to friends and families.

Fundraising Funds: Share about Safety Around Water, Find My Genius, Financial Scholarships and Y Champions (provide links or QR codes).

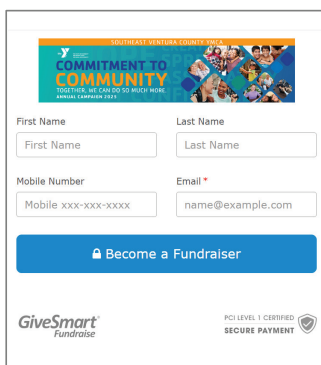
Social Media: Share content using our premade social squares or create video and share.

Speak Positively: Share positive messages of the YMCA and other organizations that a donor might give to.

Ask Questions: If you have questions or are unclear about a program or the mission, please reach out to your director or campaign team.

STEP 1

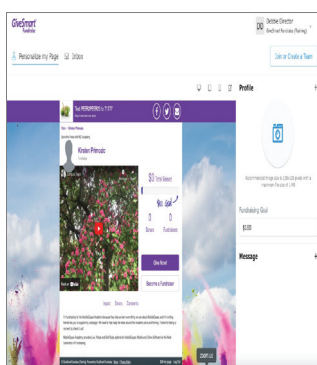
Become a fundraiser



1. Click the "Become a Fundraiser" button
2. Fill in your information and submit
3. Click "Personalize my Page"

STEP 2

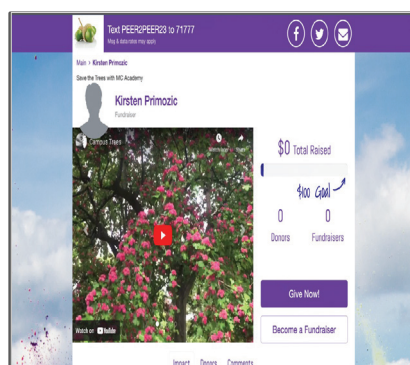
Personalize your page



1. Upload a picture of yourself
2. Set your personal fundraising goal
3. Personalize your message
4. Click "Save" to go to your page or "Join or Create a Team" if you are part of a team

STEP 3

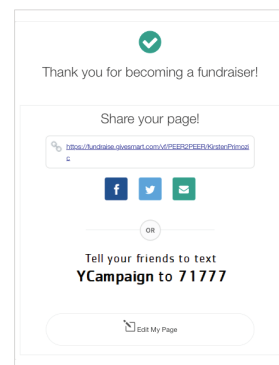
Share your page



1. Share your page with your network by clicking on the Facebook, Twitter or Email icons to automatically create a message with a link to your fundraiser page

STEP 4

Revise your page



1. Save the confirmation email for the link to edit or update your page
2. It also includes your personal URL, social share buttons, and keyword and shortcode for sharing

Need help setting up your page. Contact Brie at bseverino@sevyymca.org.

Southeast Ventura County YMCA
31105 Thousand Oaks Blvd. Westlake Village, CA 91362
805.497.3081

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WALKTHROUGH

VIDEO TUTORIAL
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Frequently Asked Questions

What is the YMCA?

The YMCA is a private nonprofit, human service organization funded by membership and program fees, contributions from YMCA friends, corporations, foundations, grants and United Way support. The YMCA operates day and resident camps, family programs, youth programs, senior programs, child care and much more. Each YMCA center is unique and responds to the needs of its own community.

How does the campaign fit into the budget?

Each YMCA participates in the Annual Campaign. The money raised in the campaign is allocated to our Financial Assistance Program and subsidy support for programs that reach high levels of low-income populations (e.g. obesity prevention, drowning prevention, etc.). Contributions are used to serve youth and families through programs and financial assistance for those who otherwise might not be able to participate. This year's Annual Campaign will also help fund Youth & Government and our Inclusive Programming and our signature programs, Find My Genius and Safety Around Water.

Are gifts to the YMCA tax deductible?

Yes, charitable gifts to the YMCA are tax deductible to the fullest extent of tax laws. YMCA Tax ID #95-2305501.

Why should I give money to the YMCA? I already pay membership dues.

Your dues cover the costs of Y membership, but additional dollars are needed to subsidize programs and provide financial assistance to families and individuals who cannot afford to participate. The YMCA needs your support in this campaign to reach into the community and provide safe, high quality, character-building programs for all.

Why should I give to the Y? I'm not a member.

Your support is still needed! You benefit by having a strong YMCA in your community providing meaningful opportunities to help young people grow into responsible adults, and assists families in being stronger. The YMCA makes your community a better place to live and work.

I gave to the YMCA last year. It's too soon to be asking again.

Each year contributions help the YMCA deliver vital programs and services. You can pledge now and pay later in the year. The YMCA can bill you one time or in installments.

What do I do if someone has a complaint?

Listen to and record the complaint. Assure the individual you will follow up with the YMCA and someone will get back with them shortly. The YMCA will respond to any concern. Once people feel their concerns have been heard, they will be more likely to listen to your request for support.

Do the funds we raise for our YMCA benefit our local communities?

Yes. All funds raised for your local YMCA are distributed through the local branch and its programs. Money for each branch stays in the community.

What do I do if I don't know the answer to a question?

For assistance, call your local campaign leaders or YMCA staff.

Why should I give money to the YMCA? I already pay weekly child care fees.

Your weekly fees cover the costs of your child(ren), but additional dollars are needed for scholarships for families who cannot afford to participate. The YMCA needs your support in this campaign to reach into the community and provide safe, high quality, character-building child care for all. We are looking to raise additional funds to build a STEAM program for our afterschool programs that would not currently be covered by monthly fees.

Thank You Notes

Always take time to thank your donor!

Sample hand-written thank you note

(Date)

(Donor's First Name),

Your generosity makes you a hero to the kids in our community. Families you have never met will be able to participate in fun, healthy activities they otherwise could not afford.

Thank you for your support of those who need the Y.

Sincerely,

(Name of volunteer)
YMCA Volunteer



Thank You cards are available at the membership desk at your local YMCA.



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

COMMITMENT TO COMMUNITY

TOGETHER, WE CAN DO SO MUCH MORE.

Our Mission

The Southeast Ventura County YMCA builds relationships, impacts lives and strengthens our community through youth development, healthy living and social responsibility.

Our Vision

Driven by passionate staff and volunteers, we improve lives and strengthen our community.

Our Values

Caring, Honesty, Respect and Responsibility – our values are celebrated by staff and members and provide a positive foundation for all Y programs and a healthy connection with others.

Our Cause

Strengthening the foundation of our communities.

Our Commitment

To keep programs open for all. The Y is a nonprofit, charitable organization that serves the entire community. Donations support financial assistance and our signature programs.

CONEJO VALLEY YMCA CHILD CARE

SIMI VALLEY YMCA

YARROW FAMILY YMCA