



YMCA OF GREENVILLE

This is Y.

2023  
Annual  
Campaign  
Handbook



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# Introduction

## THANK YOU

First and foremost, thank you in advance for your time and effort in supporting the YMCA of Greenville's 2023 Annual Campaign. Together, we truly can strengthen the foundations of community.

## THE ANNUAL CAMPAIGN

The Annual Campaign provides critical funding to the YMCA of Greenville, supporting our 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.

## CAMPAIGN IMPACT

Your support with the Annual Campaign is what makes it possible for the Y to ensure that no one is turned away due to the inability to afford our services. Annually, the campaign supports thousands of Greenville area youth, families and individuals through character building Y programs that help them learn, grow and thrive. More importantly, through your sharing of the Y story, you are perpetuating the cause and mission of our organization.

## CAMPAIGN HANDBOOK & RESOURCES

We hope that the materials in this manual and the support that you receive from Y staff will give you the tools necessary to be successful in meeting or exceeding your goals. **Find more resources at [ymcagreenville.org/ymca-campaign-resources](https://ymcagreenville.org/ymca-campaign-resources).**

- ♦ Annual Campaign Brochure
- ♦ Annual Campaign Pledge Card
- ♦ (fillable) Annual Campaign Handbook
- ♦ Email and letter templates
- ♦ Phone Call Script
- ♦ & additional resources

# Annual Campaign Overview

## ABOUT THE Y

The Y is a powerful association of men, women, and children joined together by a shared commitment to nurturing the potential of kids, promoting healthy living, and fostering a sense of social responsibility. We believe that lasting personal and social change can only come about when we all work together to invest in our kids, our health, and our neighbors.

## OUR MISSION

The YMCA of Greenville, following the example of Christ, builds healthy spirit, mind and body for all.

## ROLE OF THE ANNUAL CAMPAIGN

At the Y, we believe we have something special – a sense of community – and that everyone should have access to it along with the programs and services that help us reach our full potential. While we strive to keep our values-based programs and associated fees affordable, we know that during difficult times some individuals and families need assistance. Each year, through the Annual Campaign, generous donors provide the financial resources that make it possible for the Y to ensure no one is turned away based on their ability to pay.

The Annual Campaign is the YMCA's primary vehicle for raising charitable gifts from members and the community, but it is more than just a fundraising tool. A successful campaign does more than raise money; it fosters a culture of philanthropy – a fundamental understanding among everyone involved that the Y is a charitable organization and philanthropy is essential to its mission.

## WHAT YOUR GIFT PROVIDES

Each year, thousands of people come together to support the Y, and to raise funds for individuals and families in need so that they may participate in Y programs. All donations no matter the amount, provide outreach and assistance to support our youth, seniors and families of all types. These donations stay in each community to have direct impact on local need.

## WHO IT HELPS

One hundred percent of Annual Campaign contributions go back into the community. The campaign makes it possible for children, families, seniors, neighbors and others to benefit from Y programs and memberships, regardless of their financial circumstances.

# YMCA of Greenville Annual Campaign

## 2023 YMCA of Greenville Campaign Goal: \$1,331,000

Caine Halter Family YMCA	\$312,000
Eastside Family YMCA	\$175,000
George I. Theisen Family YMCA	\$80,000
Prisma Health Family YMCA	\$240,000
YMCA Camp Greenville	\$240,000
YMCA Judson Community Center	\$138,000
YMCA Teen Achievers/Youth in Government	\$45,000
Verdae YMCA	\$26,000
Association Outreach	\$75,000

## Timeline of Campaign Phases

Staff & Board Phase	October—December
CRT Phase	January—February
Community Phase	March—April

## Important Campaign Dates

Day of Giving	March 6
Annual Campaign Celebration	May 2

# YMCA of Greenville Annual Campaign

## YMCA Volunteer Leadership

### YMCA of Greenville Annual Campaign Chair

Melanie Sudduth

864.354.4773

melaniesudduth@gmail.com

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## DEVELOPMENT TEAM CONTACT INFORMATION

Please feel free to contact at any time.

Diana Watson, Chief Philanthropy Officer  
dwatson@ymcagreenville.org or 864.354.7306

## BRANCH CAMPAIGN STAFF LIAISONS

Jacki Berkshire, Caine Halter Family YMCA  
William Coates, Eastside Family YMCA  
Susan Bufano, YMCA Judson Community Center  
Carol Ruppel, Prisma Health Family YMCA  
Gena Runnion, YMCA Camp Greenville  
Mary Capers Bledsoe, Youth in Government  
John Derwent, George I. Theisen Family YMCA  
Jacki Berkshire, Verdae YMCA

# Keys to Success

## VISIT YMCA PROGRAMS

Witness firsthand the YMCA mission and programs funded by the Annual Campaign. Talk to staff and ask questions. It will be easier to tell others about the programs when you can share a personal experience.

## MEET PROSPECTIVE DONORS FACE-TO-FACE

People give to people. It takes time to ask face-to-face, but it is far more effective and rewarding than asking by phone, email or social media. By making time for a personal visit, you demonstrate genuine interest in a prospective donor. It's also important to discover what motivates each donor to give. By appealing to their particular interest, you are more likely to secure a favorable response and larger gift.

## SHARE THE YMCA STORY

Communicate the story and the case with enthusiasm and passion! Share your Y story or stories of others to demonstrate community needs and what benefits their gift will provide. Utilize YMCA staff to help you tell the story.

## AIM HIGH, BE SPECIFIC

When the time is right, ask for a specific amount and focus on services — "Will you send a child to a week of summer camp for \$150?" If the person has donated in the past, encourage an increase in this year's gift. "Thank you for last year's gift of \$100. Would you consider sending a child to a week of summer camp for \$150 this year?" The #1 reason people don't give? They are not asked!

## ASK ABOUT MATCHING GIFTS

Ask the donor if his or her employer has a matching gifts program. If so, be sure to contact your staff liaison and they will follow up with them. In order for a gift to be matched, a payment must be made out to the YMCA of Greenville. All organizations have to prove the gift is going to a 501(c)(3) charity for their audits.

## VETERAN CAMPAIGNER?

Help grow the Y's impact and take the extra step to ask for an increased gift. Thank the donor for their previous gift and explain how an increased contribution can make a greater impact.



# Your Role as a Volunteer

## Campaigner Checklist

### 1 MAKE YOUR OWN PLEDGE FIRST

After making a personal gift, it is much easier to ask someone else to join you to do the same. A campaigner's pledge demonstrates commitment and belief in the YMCA.

### 2 ATTEND CAMPAIGN EVENTS

Be active in campaign training sessions, kickoff events, campaign meetings and the victory celebration. You'll meet other campaigners, learn more about YMCA programs, receive important campaign tools and information, and celebrate success by hearing from individuals whose lives you are helping change.

### 3 VISIT YMCA PROGRAMS

Witness firsthand the YMCA mission and programs funded by the Annual Campaign. Talk to staff and ask questions. It will be easier to tell others about the programs when you can share a personal experience.

### 4 ONLY ASK PEOPLE IF YOU HAVE THEIR PLEDGE CARD

Assigning campaigners to donors ensures that an individual is only contacted by one volunteer. Contact the Development Director or Executive Director if you would like to add someone to your list.

### 5 PERSONALLY VISIT YOUR PROSPECTS

People give to people. It takes time to ask face-to-face, but it is far more effective and rewarding than asking by phone, email or social media. By making time for a personal visit, you demonstrate genuine interest in a prospective donor. It's also important to discover what motivates each donor to give. By appealing to their particular interest, you are more likely to secure a favorable response and larger gift.

### 6 ASK YOUR BEST PROSPECTS & LAST YEARS DONORS FIRST

You'll gain momentum and confidence with an early yes!

### 7 ONCE A PLEDGE IS MADE

Confirm the pledge, verify contact information and thank the donor. Turn in pledge cards promptly and communicate any roadblocks to the Development Director. Campaign progress is reported out regularly.

### 8 MAKE FRIENDS FOR THE YMCA

Not everyone will choose to give, but you shared the great work that the Y does in our community. Thank the prospect or previous donor for their time and consideration.

### 9 PERSONALLY THANK YOUR DONORS

Always follow up with a personal thank you note. Donors feel very passionate about their charitable giving, and often have a personal connection to the Y. In your note, try to recreate the feeling the donor had when making the gift.

### 10 KNOW WHAT YOU ARE DOING AND WHY

A positive, confident attitude is the first and most important step. Be clear about your own commitment, be yourself, and talk from the heart.

# The Pledge Form

## Donor Pledge Form

The donor pledge form is critical to the campaign operation. Every effort is made to ensure that there is **only one form per prospect**. Volunteer campaigners may request a certain donor's pledge form, but should not make any solicitations until getting approval from staff. This is done to ensure that each prospect only gets solicited once.

## Donor Information

Verify the donor's name, address, phone numbers and email address. If the donor's preferred recognition name is different from the donor information, please make note of that here.

## Gift Information

Verify and record the donor's gift/pledge amount. Verify the branch to which the donor is allocating their gift.

## Fulfillment Options

Please confirm and record the donor's preferred payment method, schedule, and/or when they would like to receive an invoice.

For credit card charges when no card is on file, donors will need to make their gift online, or they will be contacted by a staff member to obtain payment information.

Verify if the donor's employer matches gifts, and if they would like more information regarding planned giving.

## Authorization

Finally, please obtain the donor's signature to record their commitment.



**the Y**  
FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

**This is Y.**

**YMCA OF GREENVILLE 2023 ANNUAL CAMPAIGN**

☐ **PERSONAL GIFT**

☐ **COMPANY GIFT**

☐ My employer offers a matching gift program.

**LEAVE A LEGACY**

I would like to make an additional gift to the YMCA of Greenville Foundation to support ongoing programs across the Y in the amount of \$ \_\_\_\_\_

**I WISH TO DESIGNATE MY GIFT AS INDICATED BELOW:**

Caine Halter Family YMCA	\$ _____
Eastside Family YMCA	\$ _____
George I. Theisen Family YMCA	\$ _____
Prisma Health Family YMCA/YPC	\$ _____
YMCA Camp Greenville	\$ _____
YMCA Judson Community Center	\$ _____
YMCA Teen Services/YIG	\$ _____
Verdae YMCA	\$ _____
Y Food Program	\$ _____

**\$ TOTAL CAMPAIGN CONTRIBUTION**

**COMPLETE YOUR PLEDGE**

# Ways to Give

## Donation Methods

- ♦ An outright gift of cash or credit
- ♦ A pledge to be paid at a later date and/or schedule of your choosing
- ♦ A pledge to be paid through installments at the same time as your YMCA membership draft

**We kindly request that all pledges be paid on or before December 31, 2023.**

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## Cash or Check

Attach to pledge card and turn into the branch within 48 hours. Checks should be made payable to **YMCA of Greenville**.

## Credit Card/EFT

YMCA members have the option to draft their pledge along with their YMCA membership using the payment method on file. You are able to divide your overall gift into monthly or quarterly installments, or select a specific month to draft the full amount.

## Making a Pledge

A pledge is a time payment to the Y. Most supporters will give more over a period of time if they are able to make a pledge. A generous gift of \$1,000 becomes \$100 per month for 10 months, or \$250 per quarter.

## Matching Gifts

The Y is eligible to receive matching gifts which can double or even triple contributions made by an individual donor. Visit [doublethedonation.com](https://doublethedonation.com) to look up company matching gift programs. Please instruct the donor to obtain the appropriate forms from the Human Resources department at their place of employment.

## Donations of Stock

We accept gifts of stock, mutual funds, bonds, annuities, securities, and more which often provide tax benefits to the donor. We also offer the option to impact generations through planned giving including wills, trusts, annuities, and property. To make a gift of this kind, please refer donors to our Financial Development Department at [give@ymcagreenville.org](mailto:give@ymcagreenville.org).

# Sample Letter/Email

## Email to Previous Campaign Donor

Dear [NAME],

First and foremost, thank you for your previous support of the [YMCA BRANCH NAME] Annual Campaign. We are extremely grateful for friends like you who give so generously so that the Y is able to fulfill its mission of building healthy spirit, mind and body for all.

Having the opportunity to play even a small role in helping the Y meet the ever-changing needs of Greenville's most vulnerable children and families is personally very fulfilling, and I'm honored to be a part of this fundraising effort again this year. We have an extraordinary opportunity to ensure a brighter future for deserving youth, families and individuals right here in our community, and I feel very strongly about the Y's ability to deliver change like no other organization can.

This year, the [YMCA BRANCH NAME] is striving to raise \$[BRANCH CAMPAIGN GOAL] for our Annual Campaign. Every dollar donated to this important cause is used to meet the greatest needs of our community and our Y. We are so fortunate that year after year, the Y's impact has been significant, but the reality is that the needs of our community are vast and continue to grow.

In [2022 or YEAR OF DONOR'S LAST GIFT], you generously gave \$[PREVIOUS GIFT AMOUNT] and we would be so honored if you would consider a gift again this year. With your help, the Y will be able to continue meeting the greatest needs of our community.

You can make a contribution online at [ymcagreenville.org/give](https://ymcagreenville.org/give), or checks can be sent to:  
YMCA of Greenville  
c/o Annual Campaign  
723 Cleveland St.  
Greenville, SC 29601

Additionally, if you wish to make a pledge that you can fulfill later on in the year, please just let me know.

As always, thanks for your faithful support of the YMCA's mission.

With gratitude,  
[NAME]

Note: You also have the option to include the fillable pledge card as an attachment to this email request template. To save the pledge card to your device, [click here](#).

# Sample Letter/Email

## General Email Asks

Dear [NAME],

[LEAD WITH A SENTENCE OF PERSONAL SALUTATION IF DESIRED]

On behalf of our YMCA, I would like to invite you to consider supporting our efforts in bringing the YMCA to all in our community regardless of their ability to afford it. As a volunteer of the Y, I have seen how the Y is making a difference in the lives of youth and families in our community.

[CONSIDER ADDING A COUPLE SENTENCES ABOUT YOUR OWN PERSONAL INVOLVEMENT IN THE YMCA]

The YMCA strives to ensure everyone can benefit from YMCA programs and services regardless of their ability to afford or access those services. The Y's Annual Giving Campaign unites YMCA staff, volunteers and generous community members in sharing Y stories and raising dollars needed to provide programs and services to those who need the YMCA most.

Please consider supporting our efforts in strengthening the community through the YMCA. As our area continues to grow, so does the need for youth and families that require assistance to participate in YMCA programs. Your consideration of financial support will make it possible for us to continue our mission of serving all in the community. In addition, 100% of your donation is used for direct support and all the funds raised stay in our community to support local kids and families.

Thank you in advance for your time and consideration of making a commitment to join our efforts to meet the needs of all in our community.

Sincerely,  
[NAME]

# Sample Letter/Email

## Follow-Up Email

Dear [NAME],

As you may know, in [INSERT COUNTDOWN, I.E. 14 DAYS] the YMCA of Greenville's Annual Campaign will reach its last day of the official campaign! While you can still give year-round, giving before [CAMPAIGN END DATE] 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. 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 giving to support this cause at [ymcagreenville.org/give](https://ymcagreenville.org/give). 100% of your contribution will be used to meet the greatest needs of our community. And, no donation is too small – every dollar truly makes a difference.

Thank you in advance!

Sincerely,

[NAME]

# Phone Call Script

Good morning/afternoon/evening [DONOR NAME],

This is [NAME] with the [Name of YMCA Branch]. I am reaching out today because we are in the last few weeks of our Annual Campaign to raise money for Open Doors scholarships and in the past you have generously helped us reach our goal.

Open Doors scholarships help hundreds of community members by providing financial assistance to those in need. Many young children benefit from the financial assistance that they receive to be able to participate in youth sports, day camp, afterschool and many other programs. Would you be willing to renew your pledge to the Y this year?

[Many will ask what they gave last year – you will have that information on the call list you receive from Sarah]

## If they say 'YES'

Thank you so much! Your support is so meaningful to the families we serve and we are so grateful. Would you like for the Y to send you a pledge reminder with details about how you can fulfill your pledge?

Many will say 'Yes' and wrap up the conversation. Please make sure to record their response and gift amount on the donor pledge form. If they request a pledge reminder to be sent in a particular month or quarter of the year, please include that information as well.

Checks can be made out to 'YMCA of Greenville' and sent to:  
**723 Cleveland St.**  
**Greenville, SC 29601**

If they prefer to give now, the online giving website is:  
**[ymcagreenville.org/give](https://ymcagreenville.org/give)**

## If they say 'NO'

I understand. Thank you so much for your consideration and for your support in the past! I hope you have a great day!

# Frequently Asked Questions

## WHAT IS THE YMCA?

The YMCA is a private not-for-profit, human service organization funded by membership and program fees, contributions from YMCA friends, corporations, foundations and grants. The YMCA operates day and resident camps, family programs, youth programs, senior programs, childcare, community outreach sites, after-school sites and so much more.

## IS THE YMCA A CHARITABLE ORGANIZATION?

Yes. The YMCA of Greenville 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 Greenville is reviewed annually and maintains an accredited charity designation by the Better Business Bureau.

## WHAT IS THE ANNUAL CAMPAIGN?

As a nonprofit dedicated to strengthening the community, the Y has a need to raise charitable funds. The Annual Campaign is the primary fundraising vehicle for raising these funds which ensure all community members have access to the Y. Volunteers and staff are committed to this cause because of their shared belief that for the community to succeed, everyone must be given the opportunity to be healthy, confident, connected and secure.

## I ALREADY PAY MEMBERSHIP DUES; WHY SHOULD I GIVE TO THE Y?

Membership dues cover operating costs such as staff wages, building maintenance and repair, new equipment, and much more. Your dues do not support additional costs for outreach programs and financial assistance for the less-advantaged. The YMCA needs your support to reach into the community and provide safe, high quality, character-building programs for all. By contributing to the campaign, vital programs we offer to meet our mission are available at no or reduced cost to those who need them the most.

## DOES THE MONEY RAISED THROUGH THE ANNUAL CAMPAIGN STAY LOCAL?

Yes. When you give to the Y, your gift has a meaningful, lasting impact right in your own Y Community. All donations to the YMCA of Greenville and our branches directly support our local communities.

## WHY SHOULD I GIVE TO THE Y? I'M NOT A MEMBER.

Your support is just as important. As a member of this community, you benefit by having a strong YMCA in your neighborhood. Everything the Y does is in service of making us – as individuals and a community – stronger. Generous donors to the Annual Campaign are why thousands of local kids have the support they need to stay on track in school, grow as leaders, and learn how to contribute to BUILDING a better community.

## HAVE ADDITIONAL QUESTIONS?

For more assistance, call your branch staff or volunteer campaign leaders at any time (page #).



# Additional Ways to Support the YMCA

## Amazon Smile

By using Amazon Smile, Amazon will donate 0.5% of the price of your eligible AmazonSmile purchases to the YMCA of Greenville.

1. **Before shopping, go to [Smile.Amazon.com](https://smile.amazon.com). Then sign in using your regular Amazon account.** (For future shopping trips go to [Smile.Amazon.com](https://smile.amazon.com), not [Amazon.com](https://amazon.com) so your purchases count toward Amazon's donation to the YMCA)
2. Choose: **YMCA of Greenville** as your charitable organization.
3. SHOP! **Supporting: YMCA of Greenville** will appear at the top of your page.

## Endowment

When you give to the YMCA of Greenville Foundation, your support impacts lives long after your gift is made. A percentage of the investment income from the Endowment Fund is used to help sustain our YMCA by supplementing the Y's projects, programs, and services.

You can make a gift today to our YMCA Foundation to be added to our general, unallocated Endowment Fund, or to one of the special purpose Designated Endowment Funds.

Visit our website, or here to learn more and give:



<https://www.ymcagreenville.org/foundation>



## YMCA OF GREENVILLE

**Our Mission:** The YMCA of Greenville, following the example of Christ, builds healthy spirit, mind and body for all.