



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



## YMCA of Greenville Annual Giving Playbook 2026

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

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# A LETTER FROM OUR CDO

## At the YMCA of Greenville, we believe every action matters.

Whether big or small, every step you take as a volunteer helps us strengthen community, inspire youth, and open doors for all.

Your commitment of time, talent, and treasure ensures that our Annual Giving Campaign not only meets its goals but transforms lives across Greenville County.

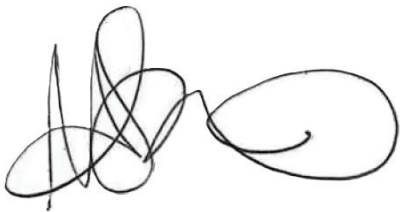
We are deeply grateful for your service. Together, we grow the Y.

How your actions make an impact:

- **TIME** – By showing up, sharing our story, and inviting others to give, you open pathways for new donors and keep our mission strong.
- **TALENT** – Your creativity, leadership, and passion help us connect with more people in meaningful ways.
- **TREASURE** – Your own giving, paired with your advocacy, sets the tone for others to follow.

Because of you, children are learning to swim, families are finding affordable childcare, teens are building confidence, and seniors are finding belonging.

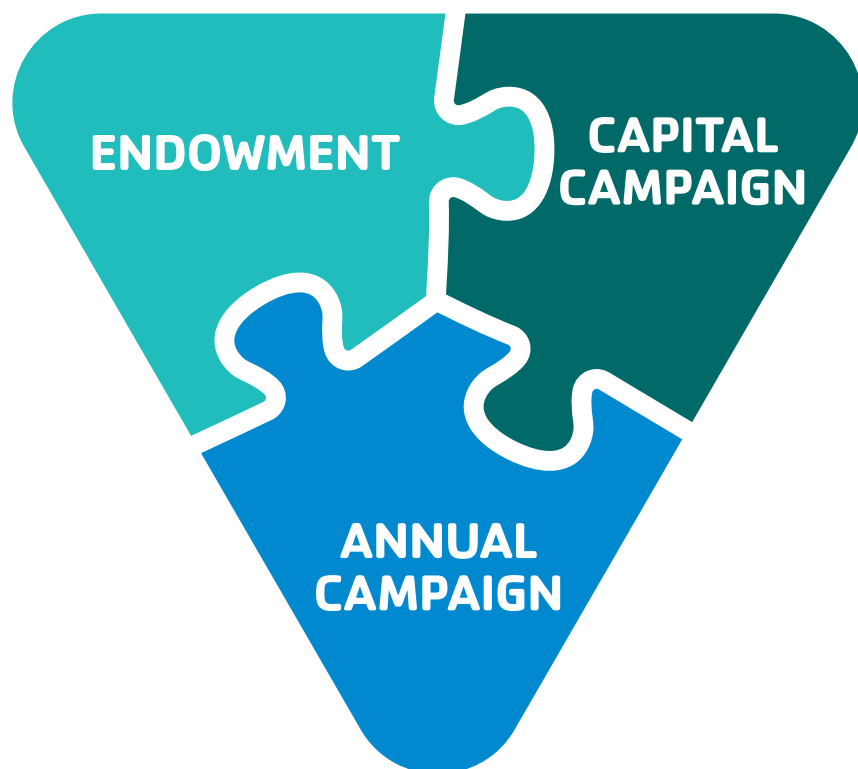
Thank you for believing that **every action** matters—and for taking action to make our Y, and our community, stronger.



**MaryEllis Petrosian, CFRE**

Chief Development Officer

# CULTURE OF PHILANTHROPY



*“One of the marvelous things about community, is that it enables us to welcome and help people in a way we couldn’t as individuals.”*

--JEAN VANIER

At the YMCA of Greenville, we are continuously expanding our culture of philanthropy, creating an environment where giving and generosity are genuinely valued. It encourages people—whether they’re staff, volunteers, or community members—to share their time, resources, and skills to support common goals and impact our community. At the Y, we are fortunate to be a group of individuals creating this community impact. Through our philanthropic efforts, we will continue to serve Greenville today and for the years to come.

Annual campaigns, endowments, and capital campaigns each play a vital role in an organization’s financial health and long-term sustainability, working together like pieces of a puzzle.

- **Annual campaigns** provide essential funding for day-to-day programs where immediate needs are met.
- **Endowments** offer a lasting source of income that can support the organization for generations, allowing for more strategic planning and stability. \* See supporting documents FAQ’s.
- **Capital campaigns** focus on raising funds for specific projects or major investments, like building renovations or new facilities, which can enhance the organization’s capacity and reach.

When these three fundraising efforts are integrated, they create a comprehensive approach that not only addresses current needs but also secures future growth and development.

# INTRO TO THE ENDOWMENT

## YMCA OF GREENVILLE FOUNDATION

### WHO

Established in 1973, the YMCA of Greenville Foundation, Inc. is a nonprofit 501(c)(3) and 509(a)(3) corporation classified as a public charity operating for the benefit of the YMCA of Greenville. The YMCA of Greenville Foundation, Inc. exists as a separate nonprofit charity from the YMCA of Greenville. Every person is treasured at the YMCA, and every gift matters. Year after year and generation after generation, our leaders guide our organization with an eye to our four core values: caring, honesty, respect and responsibility. While the needs of a community will change, these pillars of character taught at the YMCA will endure to provide impactful solutions.

### WHAT

An endowment is a source of investments that are managed conservatively, with community stewardship, to provide annual funds to support life changing programs. It is not a savings account that is spent when times are tough, but a permanent source of funding based solely on the interest generated each year.

### WHY

Currently, our \$3 million endowment generates over \$100,000 annually that provides support for programs that promote youth development, healthy living and social responsibility. A gift to the YMCA of Greenville Foundation will enable this enduring endowment to empower generations of people in our community that need a helping hand, at a place that emphasizes caring, honesty, respect and responsibility.

### WHEN

Much of the groundwork has already begun. Fifty years ago, volunteers at the YMCA of Greenville came together to establish a permanent endowment fund to ensure that financial support would exist year after year.

### WHERE

The benefits and impact of the endowment fund are felt throughout the YMCA of Greenville. From the hills of Camp Greenville to afterschool at Judson Community Center and the pool of Caine Halter Family Branch, programs and facilities are supported generously with grants from the Foundation. Along with the General Endowment Fund, there are seven separate designated funds:

- Caine Halter Family YMCA Scholarship Fund
- Cary Beckwith Fund for Youth Sports
- Gally Gallivan Endowment Fund for Judson Community Center
- Jane & Robert Coleman Endowment Fund for Youth in Government
- Swim for Life Endowment Fund
- Tommy Sinn Fund for Youth Programs & Exercise is Medicine
- Y Camp Greenville Scholarship Fund

### HOW

Often gifts of larger amounts to the endowment are not made with cash, but through gifts of appreciated stocks, provisions in one's Will or trust, or through beneficiary designations on life insurance and retirement plans. Individuals who make a gift of \$2,500 or more, or include the YMCA of Greenville Foundation, Inc. in their estate plan, are recognized for their generosity and become members of the Heritage Club, a circle of friends who have made a significant contribution to the YMCA of Greenville Foundation.

 [See supporting documents page for ways to give to the Foundation](#)

# INTRO TO ANNUAL GIVING

## THANK YOU

First and foremost, thank you in advance for your time and effort in supporting the YMCA of Greenville's 2026 Annual Giving. 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, awarding over \$2 million. 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/annual-campaign-resources](https://ymcagreenville.org/annual-campaign-resources) or scan the QR code below.**



- Annual Giving Brochure and Pledge Card
- Annual Giving Handbook
- 12-Month Sharing Calendar
- Email and letter templates (fillable)
- 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.

## EVERY GIFT MATTERS

Each year, hundreds 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.

## OUR GOAL

**\$1.8 Million**

# DID YOU KNOW?

## WHY YOUR SUPPORT OF THE YMCA OF GREENVILLE MATTERS

### COMMUNITY REACH

- **80,000+** people across Greenville County were served by the Y in 2025.
- **Nearly 1 in 7 households** in our community connect with the Y through programs, membership, or outreach.
- **100% of your donation** goes directly to support families and individuals who benefit from Y programs.

### ACCESS FOR ALL

- **1,593 families and adults** received financial assistance last year—ensuring no one was turned away due to ability to pay.
- **\$2 million was provided in scholarships in 2025**—making childcare, swim lessons, youth sports, and wellness accessible FOR ALL.

### YOUTH DEVELOPMENT

- **4,020 swimmers of all ages** taught life-saving safety skills around the water.
- **11,134 kids attended summer camp**—building friendships, confidence, and resilience.
- **654 children** served and cared for week to week through YMCA Afterschool.
- **12,651 children** learned core values like teamwork and respect by participating in youth sports.

### HEALTHY LIVING

- **Seniors** find connection through group exercise and outreach programs, reducing isolation.
- **Teens and young adults** gain leadership opportunities, mentorship, and safe spaces to belong.
- **Home to inclusive wellness programs**, welcoming individuals of all abilities.

### SOCIAL RESPONSIBILITY

- **Through specialized programs, outreach, and partnerships**, the YMCA provides thousands of essentials services each year.
- **Volunteers** contribute tens of thousands of hours annually, multiplying the Y's reach and impact.

### WHY GIVE?

- **Your gift is an investment in people**, not just programs or buildings.
- **Every dollar stays right here in Greenville**, strengthening our community.
- **Supporting the Y** means helping children learn, families thrive, and neighbors live healthier, more connected lives.

**Every gift**—no matter the size—creates opportunities, removes barriers, and changes lives.

# YOUR ROLE AS A VOLUNTEER

## CAMPAIGNER CHECKLIST

### ☐ **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.

### ☐ **ATTEND CAMPAIGN EVENTS**

Be active in campaign training sessions, kickoff events, and the campaign meetings. 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.

### ☐ **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.

### ☐ **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 staff or Executive Director if you would like to add someone to your list.

### ☐ **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.

### ☐ **ASK YOUR BEST PROSPECTS & LAST YEARS DONORS FIRST**

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

### ☐ **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 team. Campaign progress is reported out regularly.

### ☐ **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.

### ☐ **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.

### ☐ **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.

# CAMPAIGN CALENDAR

## TIMELINE OF CAMPAIGN PHASES

**NOVEMBER –  
DECEMBER**  
STAFF & BOARD PHASE

**JANUARY –  
FEBRUARY**  
MAJOR GIFTS PHASE

**MARCH –  
APRIL**  
COMMUNITY PHASE

## IMPORTANT CAMPAIGN AND BRANCH EVENT DATES

<b>November 17-21</b>	<b>Week of Gratitude</b>
<b>November, Wed 19</b>	<b>Prayer Breakfast</b>
<b>December, Tue 2</b>	<b>Giving Tuesday</b>
<b>January, Tue 27</b>	<b>Annual Giving Kickoff at Fluor Field</b>
<b>February, Wed 4</b>	<b>Souper Bowl at YMCA Judson Community Center</b>
<b>February, Sat 14</b>	<b>Y Loves our Donors/Members</b>
<b>February, Sun 22</b>	<b>Y Swamp Rabbits Hockey Game</b>
<b>March, Mon 2</b>	<b>Day of Giving</b>
<b>April, Mon 20</b>	<b>Volunteer Appreciation Day</b>
<b>May, Tue 12</b>	<b>Y Night at the Drive</b>

## DAY OF GIVING – MONDAY, MARCH 2, 2026

Part of the fundraising efforts for the campaign are done through “Day of Giving.” On this day, each branch focuses on raising a set dollar amount that goes towards the overall goal of the campaign.

# DEVELOPMENT TEAM

## YMCA VOLUNTEER LEADERSHIP

**2026 Annual Campaign Chair**

**Jane Harrison Fisher**

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## ASSOCIATION DEVELOPMENT TEAM

**Chief Development Officer**

**MaryEllis Petrosian, CFRE**  
**[maryellis.petrosian@ymcagreenville.org](mailto:maryellis.petrosian@ymcagreenville.org)**

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**Vice President of  
Development**

**Noel Brooks**  
**[noel.brooks@ymcagreenville.org](mailto:noel.brooks@ymcagreenville.org)**

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**Director of Advancement**

**Danae Sischo**  
**[danae.sischo@ymcagreenville.org](mailto:danae.sischo@ymcagreenville.org)**

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**Director of Grants &  
Impact Funding**

**Kaci Rackley**  
**[kaci.rackley@ymcagreenville.org](mailto:kaci.rackley@ymcagreenville.org)**

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**YMCA Camp Greenville  
Director of Development**

**Gena Runnion**  
**[gena.runnion@ymcagreenville.org](mailto:gena.runnion@ymcagreenville.org)**

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**Annual Giving Associate**

**Melanie Hungerford**  
**[melanie.hungerford@ymcagreenville.org](mailto:melanie.hungerford@ymcagreenville.org)**

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**Donor Stewardship Manager**

**Jill Weaver**  
**[jill.weaver@ymcagreenville.org](mailto:jill.weaver@ymcagreenville.org)**

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 **For general questions, contact us at [giving@ymcagreenville.org](mailto:giving@ymcagreenville.org)**

# BRANCH LEADERSHIP TEAMS

## YMCA CAMP GREENVILLE

**Executive Director:** Jenna Johnson

## GEORGE I THEISEN FAMILY YMCA

**VP of Operations:** Brian Vest

**Executive Director:** John Derwent

## EASTSIDE FAMILY YMCA

**VP of Operations:** Cameron McDowell

**Executive Director:** Matt Green

## YMCA JUDSON COMMUNITY CENTER

**VP of Youth and Family Services:** Julie Hollister

**Executive Director:** Stephanie Knobel

## CAINE HALTER FAMILY YMCA

**VP of Operations:** Brian Vest

**Executive Director:** Jamie Johnson

## VERDAE YMCA

**VP of Operations:** Brian Vest

**Operations Director:** Libby Boerger

## LIFE CENTER YMCA AT PRISMA HEALTH

**VP of Operations:** Brian Vest

**Executive Director:** Janna John

## PRISMA HEALTH FAMILY YMCA

**VP of Operations:** Cameron McDowell

**Executive Director:** Matthew Gilstrap

## YMCA RECESS

**VP of Youth and Family Services:** Julie Hollister

**Program Director:** Rebekah Cunningham

## YMCA TEEN SERVICES & YOUTH IN GOVERNMENT

**VP of Youth and Family Services:** Julie Hollister

**Executive Director:** Mary Capers Bledsoe

# EVERY ONE MATTERS

**YOU make it possible for the YMCA of Greenville to create opportunities and access for all. By working together, we give our neighbors the opportunity to grow strong in spirit, mind and body.**

## EVERY PARTICIPANT MATTERS.

**"I have been isolated before. But when I'm here I'm not isolated."**



RECESS has changed Sean Tuck's life. "I am more active," he said. "I want to learn more. I want to be more." As the Y's signature program for adults with diverse abilities, RECESS is offered at three Y branches and provides everything from recreation to education, community service to social connections. More than 90 families participate in RECESS, with most receiving financial assistance.

"When it comes to RECESS, this is where I feel I can connect with other people with disabilities and be more involved," Sean said. "I can learn from them, and they can learn from me."

[youtu.be/uGlaZiChNqc?si=OaXr4uGdEROWp-Yq](https://youtu.be/uGlaZiChNqc?si=OaXr4uGdEROWp-Yq)

## EVERY SURVIVOR MATTERS.

**"I am the best Carol that ever was."**



That is how Carol Polin describes herself after participating in LiveStrong at the YMCA. The cancer survivorship program started in 2023 at four YMCA of Greenville branches. A former runner, Carol calls the program and Y staff an answer to prayer. "I completed the class in better shape, with more confidence, and with new friends. LiveStrong at the YMCA helped me take control away from cancer and restore my life."

Every participant in LiveStrong at the YMCA participates at no cost to them. Your dollars provide them with much-needed support, hope, and the opportunity to improve their fitness and quality of life.

[youtu.be/kQS2HUiLn8?si=424aNJaPTYirIQxs](https://youtu.be/kQS2HUiLn8?si=424aNJaPTYirIQxs)

## EVERY VOLUNTEER MATTERS.



**Seven words that always melt my heart: "Are you going to coach next season?"**

Two decades after he started coaching YMCA youth soccer for his son's team, Michael Wheeler still finds himself returning each and every season to mentor and guide a new group of young players.

"The YMCA is for everyone. It's not because of your skill level. It's because of your desire to play the sport. I hold that dear to my heart."

[youtu.be/X53oyj\\_Lnjg](https://youtu.be/X53oyj_Lnjg)

# THE 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.

## Gift Information

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

## Donor Information

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

## Payment 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.

**YMCA OF GREENVILLE 2026 ANNUAL GIVING**

**EVERY ACTION MATTERS**  
YMCA OF GREENVILLE ANNUAL GIVING 2026

**TOTAL CONTRIBUTION** \$

☐ PERSONAL GIFT ☐ COMPANY GIFT ☐ My employer offers a matching gift program.

**I WISH TO DESIGNATE MY GIFT...**  
☐ Where need is the greatest ☐ Other: \_\_\_\_\_

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

**COMPLETE YOUR PLEDGE ON THE BACK**

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**MY INFORMATION**

Name(s) to be Recognized \_\_\_\_\_

Company Name \_\_\_\_\_

☐ I prefer to remain anonymous in donor recognition publications.  
☐ You may contact me about my Y story.

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # \_\_\_\_\_

Email \_\_\_\_\_

**METHOD OF PAYMENT**

☐ Payment Enclosed – Check # \_\_\_\_\_

☐ Charge my Credit Card # \_\_\_\_\_  
 Card Exp Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Security Code \_\_\_\_ Zip Code \_\_\_\_\_

☐ Invoice me during the month of: \_\_\_\_\_

**SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_

**Ways to Give**

YMCA of Greenville  
 Attn: Annual Campaign  
 723 Cleveland St.  
 Greenville, SC 29601

Questions?  
 giving@ymcagreenville.org  
 864.689-4710  
 Contributions are tax deductible.

[ymcagreenville.org/give](https://ymcagreenville.org/give)

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

# TRIANGLE SOCIETY

## MAKING AN IMPACT THROUGH PHILANTHROPY



## ANNUAL CAMPAIGN **TRIANGLE SOCIETY**

The YMCA of Greenville proudly offers special recognition to those who show exemplary commitment to those impacted by the Y's Annual Campaign. The triangle is the enduring symbol of the YMCA representing the unity of spirit, mind, and body. Membership is comprised of individuals and organizations who have made a multi-year commitment to YMCA of Greenville's Annual Campaign, with a minimum donation of \$5,000 spread over three years. YMCA Triangle Society membership includes:

- First-hand opportunities to see the YMCA mission in action.
- Interaction and networking opportunities with other Triangle Society members, Greenville business leaders, and philanthropists.
- A distinctive gift honoring your commitment to the YMCA.
- Your name on an individual digital banner at YMCA branches.
- Association newsletter and latest Y news through events and other Triangle Society communication pieces.

Please contact us: [giving@ymcagreenville.org](mailto:giving@ymcagreenville.org) or 864-689-4710

# WAYS TO GIVE

## DONATION METHODS

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

**We kindly request that all pledges be paid on or before December 31, 2026.**

### 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 not a one 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 \$1,200 becomes \$100 per month, or \$300 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 [ymcagreenville.org/give](https://ymcagreenville.org/give) 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 Chief Development Officer at [giving@ymcagreenville.org](mailto:giving@ymcagreenville.org).

# ADDITIONAL WAYS TO SUPPORT THE YMCA

## VOLUNTEER

The YMCA of Greenville could not provide the services and programs we do without the great work of our volunteers.

- Volunteer opportunities at the Y include: coaching, tutoring, reading to pre-schoolers, raising scholarship dollars, serving on boards, RECESS, the Y Food Program, iCanBike and so much more!
- To view volunteer opportunities, visit [ymcagreenville.org/volunteer](https://ymcagreenville.org/volunteer)
- Branch executives and Development Staff can also assist with volunteer opportunities.

## PLANNED GIFT

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. In addition, a planned gift for an endowment ensures long-term financial stability and support for future initiatives, allowing your legacy to make a lasting impact.

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: [ymcagreenville.org/foundation](https://ymcagreenville.org/foundation)

## PEER TO PEER

Join us in making a difference through peer-to-peer fundraising. Invite your friends and family to support our cause and watch your collective impact grow!



Text **MATTER** to **71777** and begin peer-to-peer fundraising and set up your personal page. You can customize your page with your own goal and photos as well as connect with other Y volunteers.

# SHARING OUR STORY

## WHY SHARE?

As a YMCA volunteer, your voice matters! When you share the Y's story, you help raise awareness of our mission, inspire others to join, and strengthen support for programs that change lives.

## WHAT YOU CAN SHARE

- General Impact Facts – from Y flyers, emails, social posts, fact sheets, or Financial Assistance or program statistics – e.g., “Did you know the Y taught over 4,000 swimmers life-saving skills for safety around the water?”
- Your Personal Y Story – why you volunteer, what the Y means to you.
- Public Y Events or Campaigns – e.g., Annual Campaign, Giving Tuesday, Camp sign-ups.
- Approved Photos & Posts – feel free to reshare YMCA of Greenville social media posts or use graphics provided by Y staff.

## FINANCIAL ASSISTANCE STATISTICS \*Through Sept. 30, 2025



### Afterschool Childcare

\$249,403



### Aquatics

\$20,059



### Membership

\$588,766



### RECESS

\$17,752



### Overnight & Day Camps

\$676,197



### Youth Sports

\$38,504

#### Branch

#### Total Dollars Awarded

Caine Halter

\$465,369

Camp Greenville

\$441,622

Eastside

\$304,167

Food Program

\$39,115

George I. Theisen

\$55,248

Judson

\$148,300

Life Center

\$11,651

Prisma Health

\$190,086

Verdae

\$1,318

**TOTAL Across Association**

**\$1,656,876**

# SHARING OUR STORY

## WHAT TO AVOID SHARING

- Private Information – Don't share names, photos, or stories of children, families, or donors unless they have already been posted by the Y.
- Fundraising Numbers or Goals – Unless specifically shared by Y leadership.
- Internal Plans – Only promote what's been made public (campaign launches, new programs, ribbon cuttings, etc.).

## HOW TO SHARE

- Social Media: Share or repost Y's official posts from Facebook, Instagram, or LinkedIn. Add a personal note like, "Proud to support the Y!"
- In Conversation: Mention a quick "Did you know?" fact when talking with friends, at work, or in the community.
- At the Y: If you're a coach, instructor, or event volunteer, share short announcements provided by staff.

## WHEN TO SHARE

- During Y campaigns (Annual Campaign, Giving Tuesday, Day of Giving).
- When a new program launches (e.g., new wellness classes, summer camp registration).
- Anytime you see an official Y post you'd like to help amplify.

## VOLUNTEER "PERMISSION SLIP"

You are encouraged to:

- Share your passion for the Y.
- Use the Y's public facts and stories.
- Repost anything from official YMCA of Greenville accounts.

If you're ever unsure, just ask Y staff — we'll guide you!

Together, we tell the story of the Y. Every share creates awareness. Every awareness inspires action. Every action matters.

# SOLICITATION GUIDE

Relationship-based fundraising is the best way to raise funds for any cause. Personal contact allows you to share the need and invite them to participate in the campaign to make a difference in their community.

## OPEN

This is a great opportunity to ask how they're doing. Ask questions about their family, career or anything to get the conversation flowing. It is important to show that you care about them as a person to strengthen the relationship.

## PRESENT

Transition the conversation by explaining your reason for reaching out. Present the campaign by using the materials. Highlight areas that you may think are important to the potential donor. This is also a great opportunity to discuss what the Y means to you.

## REQUEST

After reviewing campaign materials, discussing the needs of the campaign and, answering questions, invite the person to financially support the campaign through a pledge (commitment over the course of a year), or one time donation. This should be presented as an invitation and opportunity to join you in supporting the vision of the campaign. Make sure to verbalize their specific ask amount. Here is a example request, but make it your own!

**"Jack and Jill, your gift to the Y's Annual Campaign can make life-changing differences for kids and families right here in our community. Would you consider making a gift of \$\_\_\_\_\_ to provide opportunities for those who need them the most?"**

## WAIT

After making the request pause and wait for the person to respond. It is important to let them digest the request and then for the donor to speak first.

## RESPOND

Tailor your response based on the person's answer. Below are a few examples:

**"Yes, I would like to make a gift at the requested amount, thank you for the opportunity."**

➤ Thank the donor, have them complete the pledge card, and return the pledge card.

**"I would like to think about this request and get back to you."**

➤ First, don't make assumptions as to why they need to think about it. Reasons are varied and across the board. Give them time to decide, ask to touch base again in one week.

**"We would like to make a gift. But not at the requested amount."**

➤ Be respectful, as there may be a reason they cannot give as much this year. Ask if there is an amount they would be more comfortable giving.

**"We are not interested in giving to this campaign."**

➤ "Thank you for letting me know that you are unable to contribute to the campaign. If things change in the future, please let us know. Thank you for your time and consideration."

# 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?” Also, consider asking for a monthly donation. These gifts can be given in smaller monthly increments but overall will make a big impact- example, \$100 per month over 12 months = \$1,200 gift. **The #1 reason people don’t give? They are not asked!**

## 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.



## 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.



## SUPPORTING DOCUMENTS

<b>Frequently Asked Questions .....</b>	<b>22</b>
<b>Membership vs Donation Dollar .....</b>	<b>23</b>
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# 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 in the Annual Giving strategy 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. See dollar graphic at the end of the Supporting Documents section to learn more.

## 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.

**For more questions, email your branch staff or volunteer campaign leaders any time.**

# CAMPAIGN RESOURCES

## **\$1 PAID FOR A Y MEMBERSHIP**

**GROUP EXERCISE**

**YOUTH & FAMILY  
PROGRAMS +  
CHILD WATCH**

**WELLNESS CENTER  
& EQUIPMENT**

**DEVELOPMENT  
& OPERATIONS**

Every dollar spent on Membership helps the Y keep the lights on and provides services and programs to the community.

## **\$1 GIVEN TO THE ANNUAL CAMPAIGN**

**YOUTH SPORTS**

**FOOD PROGRAM**

**SWIM LESSONS**

**WELLNESS & ENRICHMENT  
PROGRAMS  
LIKE LIVESTRONG & RECESS**

**SUMMER DAY CAMP &  
Y CAMP GREENVILLE**

**AFTERSCHOOL**

**YMCA MEMBERSHIP**

Every dollar donated goes directly to make the Y possible for all who need help. No person is turned away if they're unable to pay.

\*Based on 2025 numbers

# 12-MONTH IMPACT SHARING CALENDAR

## January – “New Year, New Impact”

**Focus:** Healthy living for all ages

**Program:** Group Exercise, EVOLT 360, YMCA Personal Training

**Channel:** Social media post + Group Ex instructor announcements

**Action:** Encourage members to set not just fitness goals, but giving goals

**Photos:** Group ex class in action, smiling multigenerational participants

---

## February – “For the Love of Community”

**Focus:** Financial assistance (scholarships for kids and families)

**Program:** Afterschool Childcare, LIVESTRONG at the YMCA

**Channel:** Social post with heart theme + bulletin board infographic at branches

**Action:** Invite members to “show the love” by making a gift

**Photos:** Parent and child hugging at childcare, after-school smiles

---

## March – “Celebrating Our Seniors”

**Focus:** Senior health & social connections

**Program:** Active Older Adults, Parkinson’s Wellness Recovery, Silver Sneakers®

**Channel:** Group Ex announcements classes + social photo album

**Action:** Share how giving combats senior isolation and builds community

**Photos:** Seniors in water aerobics, smiling over coffee or a card game

---

## April – “Volunteers Make It Possible”

**Focus:** Volunteer impact

**Program:** Youth Sports, Strong Kids Tri, Board of Directors

**Channel:** Social reel featuring volunteer quotes + Group Ex shout-outs

**Action:** Share volunteer sign-up opportunities and invite members to join

**Photos:** Volunteers coaching youth sports or serving at a food drive

---

# 12-MONTH IMPACT SHARING CALENDAR

## May – “Safety First, Skills for Life”

**Focus:** Swim lessons & drowning prevention

**Program:** **SPLASH DAY**, YMCA Teen Achievers, Mental Health

**Channel:** Poolside banner + email to families

**Action:** Highlight that giving helps every child learn life-saving skills

**Photos:** Swim instructor high-fiving kids in swim gear

---

## June – “Strong Families, Strong Y”

**Focus:** Family programs & inclusivity

**Program:** Afterschool Childcare, YMCA Childwatch, Youth Sports, Group Exercise

**Channel:** Family spotlight story in e-newsletter + playground signage

**Action:** Encourage donations to support family memberships

**Photos:** Families at Y events, parent & child yoga, multigenerational play

---

## July – “Camp Changes Lives”

**Focus:** Summer camps & youth development

**Program:** YMCA Summer Day Camp, YMCA Camp Greenville (resident camp)

**Channel:** Camp staff Instagram takeover + in-branch digital screens

**Action:** Share how scholarships help every kid experience camp magic

**Photos:** Campers around a campfire, on a ropes course, or with counselors

---

## August – “Back to School, Back to the Y”

**Focus:** Afterschool & youth programs

**Program:** Back to School Bash, Afterschool Childcare

**Channel:** Teacher/parent testimonials on social + email blast

**Action:** Highlight how scholarships support working families

**Photos:** Kids doing homework in Y afterschool, staff mentoring children

---

# 12-MONTH IMPACT SHARING CALENDAR

## September – “Every Body Belongs”

**Focus:** Inclusivity and accessibility

**Programs:** RECESS, Active Older Adults

**Channel:** Social carousel with impact stats + lobby poster

**Action:** Invite gifts to support adaptive programs and financial aid

**Photos:** Diverse groups in a fitness class, adaptive sports in action

---

## October – “Fall Into Giving”

**Focus:** Annual campaign progress & donor gratitude

**Program:** Financial Assistance

**Channel:** Donor thank-you video shared on socials + group class announcements

**Action:** Encourage last-minute gifts before campaign year closes

**Photos:** Donors being thanked, Week of Gratitude events

---

## November – “Giving Thanks, Giving Back”

**Focus:** Mission in Action

**Program:** Angel Trees

**Channel:** Social posts + flyers in lobbies

**Action:** Promote food drive or Giving Tuesday contributions

**Photos:** Staff/volunteers distributing food, families receiving meals

---

## December – “Every Gift Matters”

**Focus:** Year-end giving & impact

**Program:** Overall Program Impact

**Channel:** Holiday-themed social media video + email to donors/members

**Action:** Share year-end appeal; remind members gifts are tax-deductible

**Photos:** Holiday smiles in decorated branch, kids with wrapped gifts

---

# GROWING THE “ARMY OF THE ENGAGED”

This list will not be shared. It is a prompt for us to use over the next year when we think about the Y and sharing our story or inviting people to events. As we consider the following questions and groups, we will realize there are people who have no idea your tie to the Y.

**Who are some friends at work?**

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

**Who have you spoken to about the Y that has had a genuine or enthusiastic response?**

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

**Who are some of your friends?**

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

**Think about the people you might mail a holiday card. Would anyone on that list like to know more about the Y?**

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

# ARMY OF THE ENGAGED

**Who haven't you seen in a while?**

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

**Last call... Any other social circles you can think of? Church friends? Childhood friends?**

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

**Who would enjoy hearing stories of impact around these programs:**

**Youth Sports**

<hr/>	<hr/>
<hr/>	<hr/>

**Wellness (including LIVESTRONG at the Y and Parkinson's Wellness Recovery)**

<hr/>	<hr/>
<hr/>	<hr/>

**Family (including RECESS, camps, scholarships)**

<hr/>	<hr/>
<hr/>	<hr/>

**Aquatics (including SPLASH day, swim lessons)**

<hr/>	<hr/>
<hr/>	<hr/>

**Youth in Government and Teen Services**

<hr/>	<hr/>
<hr/>	<hr/>

# SAMPLE LETTER / EMAIL A

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 **[2025 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 let me know.

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

With gratitude,  
**[NAME]**

 **You also have the option to include the fillable pledge card as an attachment to this email request template. The pledge card will be emailed to you along with this packet.**

# SAMPLE LETTER / EMAIL B

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 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 scholarships and in the past you have generously helped us reach our goal.

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?

## 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!

 **Many will ask what they gave last year – you will have that information on the call list you receive from Association Development Team.**

**NOTES**

[illegible]