

EMAIL COPY

Please make sure you updated the <Items in Purple>.

Subject line: The YMCA makes us all better – you can help

Hi <NAME OF INDIVIDUAL>,

The world is full of many great causes, and there are nonprofits everywhere that are looking for your help. You have choices when it comes to your philanthropic donations. Recognizing this, I am asking you to support the Y.

The <NAME OF BRANCH or YMCA of of the Pikes Peak Region> is right here in our community, helping everyone who lives here be their very best. Because we have the Y, students have a safe place to go when they're not in school. Kids learn life-saving skills in the water. People fight diseases and live healthier. And older adults stay connected and active.

Where society falls short, the Y steps in, making every aspect of our lives stronger. The Y is here for a better community. For a better country. For a better us.

The YMCA of the Pikes Peak Region has been a part of our lives, families, and memories for over 139 years. It's been around so long because it's a place many people turn to for support, fitness, and a sense of belonging. It's here because people believe in it and know that it's important.

Right now, our Annual Campaign is going on. It's a time when the staff, program participants, members, and volunteers join together to reach out to ask for support. With funds raised during this targeted campaign, the Y is able to continue responding to the needs of our community, providing a safe place, and helping people reach their full potential.

We know you have choices, and we ask you to choose the Y. Give right here where you live, and help us continue to build a better community, a better future, and a better us.

To give, visit ppymca.org/donate, or stop by the front desk for a donation form.

Your support means so much to me personally, and to all of us at the YMCA.

Thank you!