

Annual Support Campaign 2017 Guidebook



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Welcome and Thanks!

You are a vital part of our community and we thank you for your time and support! Volunteering your time and talents for the YMCA of the Pikes Peak Region will provide funding for many quality programs and services across our region. The Annual Support Campaign (ASC) makes it possible for the Y to never turn away an individual or family due to the inability to pay for services. Your efforts, paired with those of the other campaign team members, help the Y’s mission reach deeper into the community each year. We absolutely could not do this without you. Thank you!

2017 YMCA of the Pikes Peak Region Goal:

\$1,000,000

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YMCA of the Pikes Peak Region

Mission: To put Christian principals into practice through programs that build healthy spirit, mind and body for all.

Vision:

- YMCA of the Pikes Peak Region being recognized as the organization of choice, serving the community's health, wellness, social and recreation needs.
- Empowering our volunteers and staff to advocate, inspire and impact or community through continued development.
- Imagine the Y as the collaborative partner of choice with healthcare providers.
- The Y continues to deepen relations with existing collaborations and actively seeks strategic partners to further the Y mission throughout the region.
- Every child is offered the opportunity to belong to the Y through a collaborative venture involving partners that purposefully address the continuing rise of youth obesity, sedentary habits and social disconnectedness.

Our Cause: Strengthen community through youth development, healthy living and social responsibility.

Strategic Initiatives and Strategies:

1. The Y will lead the community in transformational change in Healthy Living.
 - a. Seek opportunities to work with leading agencies/organizations who influence health and well-being.
 - b. Improve membership experience to increase reach, participation and engagement and improve retention.
 - c. Serve our community through innovative healthy living programs.
2. (We, the Y, will) strengthen the foundation of the community by positioning the Y as the Charity of Choice.
 - a. Advance a staff and volunteer culture that supports association goals, strategies and vision.
 - b. Enhance the community's understanding and/or knowledge of the cause of the YMCA.
 - c. Lead in creating key strategic partnerships that address critical community needs.
3. The Y will be known as the leader in strengthening families from youth to older adults.
 - a. Develop innovative programs and new opportunities to serve families.
 - b. Enrich the quality of life for older adults.
 - c. Engage youth and teens in YMCA activities.

Locations and Contact Information

As a volunteer, if you need support, first try referencing the FAQ section in this guidebook and then talk with your campaign team leadership. If you need assistance beyond that, you are free to contact your Branch/ Program Area Contact. Finally, if you need additional support, you may contact the Development Department.

Association Offices: Development Department

Director of Development	Alison Hansen	719.329.7226
Development Coordinator	Aubrey Fennewald	719.329.7279

Branch / Program Area Contacts

Association Child Care	Carolyn Tinsley / Melnie Zuniga	719.329.7224/ 719.630.2607
Briargate Family Center	Shannon Bertram	719.495.5103
Camp Shady Brook	Sonny Adkins	719.329.7227
Cottonwood Creek Rec Center	Estella Baca	719.386.0556
Downtown Family Center	Heather Steinman	719.329.7231
Fountain Valley Center	Carlos Lozano	719.329.7281
Garden Ranch Family Center	Ariella Franco	719.494.8505
Home Owners Associations	Abigail Harlan	719.495.7119
Memorial Park Rec Center	Estella Baca	719.386.0556
Southeast & Armed Services	Carlos Lozano	719.622.3551
Tri-Lakes Family Center	Jamie Holstein	719.630.2601

Additional resources for support:

- Website: ppymca.org
- Facebook: facebook.com/ppymca
- Twitter: twitter.com/ppymca
- Instagram: instagram.com/ppymca



Who Donates to Charities?

1. Individuals: 75% of all donations are given by individuals, nationally.
2. Foundations: Foundations (grants) make up 13% of all donations, nationally.
3. Bequests: Bequests make up 7% of all donations, nationally.
4. Corporations: Corporations make up 5% of donations, nationally.

Building your prospect list

Your Y facility should be able to provide you with a base list of prospects. Those that gave to the 2016 campaign and those that are Y members not currently giving are excellent resources for a prospect base. As a volunteer, we encourage you to think beyond these given lists and expand your pool of prospects. Let's take a moment to do that now:

1. Who do you know at your local Y?
 - a. Someone you see having coffee

 - b. Someone you see in the locker room

 - c. Someone you see in the healthy living area

 - d. Someone you see in a class

 - e. Others

2. Who do you know in your community?
 - a. Someone in your neighborhood

 - b. Someone at a local business you frequent

 - c. Someone in your religious institution

 - d. Someone in your book/Lions/etc. club

 - e. Others

3. Who do you know in your personal life?
 - a. Family

 - b. Friends

Why people give and why they don't

The number one reason people do not support a cause either through time or treasure is **because they were not asked**. If you take the time to build a relationship and tell state your case in a compelling way while inviting someone to join you in your cause, they will engage in ways you never thought possible. **You can do this!**

Steps to Success: Engaging people in the YMCA ASC

1. Know your Y Story and the role the Y plays in the community.

Learn as much as possible about the Y and how it supports the community. Read the campaign brochure and the FAQ section of this guide while also taking time to browse the PPYMCA website and social media outlets. Take a moment to think about your Y story. What is your W-H-Y? Why are you engaging in the ASC? What brought you to the Y and why did you feel compelled to be involved? Jot down some notes as you think this through.

2. Make your own commitment first.

Be willing to support the campaign with a dollar amount that is comfortable. How much? That is up to you. Consider this: asking someone to “join” you in making a gift is very powerful. So while the dollar amount can be something significant to you, the act of giving is equally as important as the sum. Give until it feels good!

3. Plan to ask in person and then go for it!

Think first about your end result. What do you want the prospect to do? Make a gift! Now work backwards.

5. Donor makes a gift/pledge and the volunteer leaves with the pledge card in hand (when possible).

- If the prospect needs time to think, check back within two days.

4. Ask the prospect to join you in giving to the ASC. Encourage them to think about an increased gift based on the community need (if they are a previous donor).

- For example, if they are a \$50 donor, ask them if they are willing to make that gift twice during the year.
- After you “ask,” be quiet, still and listen. Give them time to process the request and respond.

3. Tell the prospect you would like their input on how the Y can engage the community in its cause.

- Asking for advice helps the prospect talk themselves into supporting the cause.
- Ask the prospect to share their Y story or the story of someone/something that has made a difference in their life. Help them connect the dots of their story to the Y cause.

2. Take a moment to visit with your prospect and catch up. Tell them you are volunteering for the Y and would like their advice/guidance/input on your volunteer role.

1. Schedule time to meet with your prospect in person. At their office or home, a coffee shop or the Y – your choice!

- All but insist to meet in person when you can. If you cannot connect in person and need to hold the meeting over the phone or email, use these only as a last resort. In-person asks have a very high success rate!

Now work backwards

Start

Completing the Donor Form

1. Donor Information

Capture the donor's name, name of company (if applicable), address, phone and email.

2. Recognition Name

Ask the donor how they would like to be recognized in print materials. They could choose their name (or family name), a business name or remain anonymous.

3. Payment Options

The Y can accommodate a number of payment options to suit the needs of the donor. All pledges should be paid in full by December 31, 2017 unless this is a multi-year commitment*. Payment options include:

- Draft from their membership account on file with the YMCA. (Please note, drafts continue automatically from year to year unless a cancellation request is made to the Y branch business manager.)
- Quarterly Payment (March, June, September, December)
- Payment in Full (At present or future time)
- Monthly (through December 2017)

The YMCA accepts MasterCard, Visa, Discover and American Express as well as cash or check (made out to YMCA).

**If someone wishes to make a multi-year pledge, please contact the AO Development Office (719)329-7226.*

4. Matching Gifts

Some employers will match charitable contributions of employees. If the donor knows this, please include the name of the company. If the donor is unsure, please have them select this option and include the company's name. The AO Development Office will reach out to the company to see if matching gifts are available and handle that for the donor.

5. Colorado Child Care Contribution Tax Credit (CCCC)

The CCCC was designed to promote quality child care in Colorado. The donor must designate in writing, either on a check or pledge form, or by letter that the gift is for CCCC. In-kind gifts do not qualify and donors may not receive any goods or services in return for their contribution. The YMCA will provide a signed letter directly to the donor that states the amount of the cash gift and the eligible purpose for which the gift was made, along with the DR 1317 tax form. Donors must then submit the DR 1317 Tax Form to be eligible for the credit. To qualify, the donated amount must be a minimum of \$250.

6. Volunteer Information

The volunteer working to secure the donation should print their name clearly on the pledge form.

FAQ

Tell me more about the YMCA of the Pikes Peak Region!

PPYMCA was established in 1878 and has operated continually since that time. The Y supports individuals and families throughout the community with programs focused on youth development, healthy living and social responsibility. PPYMCA has 11 locations, including a Senior Center and two city-owned recreation centers. Additionally, the Y staffs four local HOA facilities, as well as three community pools and one lake-front beach in the summer.

What is the Annual Support Campaign (ASC)?

YMCA program and membership fees cover only some of the costs needed to provide the Y's vital community programs and services. Donor support is needed to meet the financial gap, ensuring no one is denied a chance to participate due to the inability to pay for services.

Through the YMCA ASC, contributions provide programs and facility access to deserving children, families and individuals in our community. The Y recognizes that in order for communities to succeed, everyone must be given the opportunity to be healthy, confident, connected and secure. When you give to the Y, you help move the community forward!

Where does the money from ASC go?

Each year the ASC provides financial assistance to individuals and families otherwise unable to experience the positive effect of the Y's programs and activities. Annually, PPYMCA distributes more than \$1 million to deserving individuals and families, providing financial aid for Y services. The funds raised through the ASC make this possible. Because of the support garnered by the ASC volunteers, PPYMCA is able to keep fundraising expenses under 5%.

Are gifts to the YMCA tax deductible?

Yes! PPYMCA is a 501(c)3 tax exempt organization.

I thought the Y received funds from the United Way. If I already support United Way, do I need to make an additional gift?

The Y greatly appreciates the support the community gives to the United Way of the Pikes Peak Region. Many of those employed at the Y also contribute to the United Way Campaign. However, PPYMCA is not an annual recipient of funds from the United Way. Additionally, if someone designates a gift to YMCA through the United Way, the Y only receives 90% of that designation with the remaining funds staying with United Way. In order for the Y to receive the biggest impact, we recommend giving to the Y directly.

What if someone says they can't afford to give this year?

Everyone goes through difficult times and we can absolutely appreciate those hardships. Folks that are struggling are the exact people we are serving through ASC efforts. Y programs have never been more in demand than right now. If possible, ask the donor if they would like to continue giving by setting up a payment plan that is more comfortable for their situation. It is easier to cultivate a donor and work with them when they are facing a giving challenge rather than to lose them as a donor completely and have to try to get them to join in the ASC again.

How do I handle any complaints I may receive?

Unfortunately, this sometimes happens. The good news is, the Y strives to be better every single day. If someone voices a complaint, stay positive, listen and make notes of what you hear. Assure them that a YMCA staff member will get back with them ASAP. Once people have been heard, they are usually more receptive to listen to your case for support. As a follow up, be sure you report any concerns or complaints to your branch executive immediately. If something cannot be handled at that level, the executive will work with the appropriate Association staff to resolve the issue.

I thought membership dues covered YMCA costs. Why do we need to fundraise/give? And what about this “capital campaign” I read about? Didn’t the Y just purchase a building on the East Side of town? If they can do that, why do we need to fundraise/give?

The YMCA does charge fees for membership and yes, we are also in the midst of a capital campaign. Here’s how the Annual Support Campaign fits into that mix and how each “bucket” of funds are used.



We strive to keep each bucket full so that we can provide the best service to our community. While we do also have a Capital Campaign going on for updates to our Garden Ranch and Downtown facilities and newly acquired East Side location, we do not have a time line for when these structures will be finished. We are committed to executing these projects without going into debt. That means when the funds are in place, work will begin. The overall capital campaign goal for these three projects is \$30 Million.

If someone has questions about the Capital Campaign, they may contact Theresa McDonough, Major Gifts Officer, at tmdonough@ppymca.org. Should someone have questions regarding membership fees, please direct them to their branch Membership Experience Director or front desk staff.

**If you didn’t find the answer to your question here,
please refer to page three for a list of contacts!**