

GENEROSITY CREATES OPPORTUNITY

ANNUAL CAMPAIGN

100% OF DONATIONS IMPACT
YOUR COMMUNITY

The Y.™ For a better us.

ymcacky.org/give



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA OF CENTRAL KENTUCKY
Annual Campaign Training Workbook



WELCOME

YMCA of Central Kentucky 2019 Annual Campaign

Dear YMCA Campaigners,



We are so pleased to serve as your 2019 Annual Campaign Co-Chairs. The Y has been a part of our families for many years. We are looking forward to working with each of you to grow the support of all of the YMCAs in Central Kentucky. Let's get started!

As you may know the YMCA of Central Kentucky provides quality programs to children, youth and adults of all ages. What you may not know is the Y provides more than one million dollars each year in financial support to make all of us - individuals and families - better.

We are honored to join you and hundreds of volunteers to raise awareness and funds to support individuals and families throughout Central Kentucky.

Thank you for joining the YMCA's Annual Campaign as we come together with our colleagues, our friends and our neighbors to ensure everyone has the opportunity to learn, grow and thrive. Your investment - as a donor and volunteer - is critical to ensure the Y's ability to continue providing needed programs and services, which are funded through our Annual Campaign.

With your support, our numerous programs and services can continue to make an impact in our community. The YMCA makes Central Kentucky a better place to work and live.

You are truly an inspiration! Thank you for your commitment to support those in need.

Sincerely,

Steve Byars
2019 Annual Campaign Co-Chair

Ozlem Davis
2019 Annual Campaign Co-Chair





TOGETHER, WE CAN BUILD A BETTER US

OUR MISSION

To put Christian principles into practice through programs that build a healthy spirit, mind and body for all.

OUR CAUSE

We are a dynamic 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. That's why, at the Y, strengthening community is our cause and our programs are always based on the needs and interests of our communities.

OUR WORK

The Y is dedicated to building programs for youth development, for healthy living and for social responsibility that promote strong families, character values, youth leadership, community development and international understanding. The Y offers support and opportunities that empower people and communities to learn, grow and thrive through supportive and inclusive environments that nurture the potential of every children and teens, improves the nation's health and well-being and provides opportunities to give back and support neighbors.

OUR VALUES

We have four core character development values that are the shared beliefs and essential principles that guide our behavior, our interactions with each other, our programs and curriculum and our decision-making.

Caring • Honesty • Respect • Responsibility

OUR HISTORY

The YMCA of Central Kentucky has served Lexington and the surrounding area since 1853. Through our focus on youth programs, healthy living, and social responsibility we support the healthy development of people of all ages. Today, the YMCA of Central Kentucky operates six facilities in Lexington and Frankfort, as well as, program offices in Jessamine and Scott Counties. Financial assistance is funded through generous donations; **this ensures our programs and services are available to everyone regardless of their ability to pay.**

ANNUAL CAMPAIGN OVERVIEW

ANNUAL CAMPAIGN - WHAT IT IS/WHAT IT DOES?

The YMCA of Central Kentucky's Annual Campaign is our association's annual fundraising campaign. As a leading nonprofit organization in our community, we will raise more than \$626,000 in 2019 so nearly 100,000 children, individuals and families will benefit from Y programs and memberships regardless of their financial circumstances.

HOW IT WORKS

Nearly 200 community volunteers and Y staff join together in an effort to tell "the Y story" to everyone in their networks: friends, family, colleagues, fellow members and program participants. The campaign is as much about "friend-raising" - communicating the YMCA's daily impact on people's lives - as it is about raising dollars to fund financial assistance and expand programs.

WHAT YOUR GIFT PROVIDES

Each year, thousands of people band together across Central Kentucky to support the YMCA Annual Campaign, to raise funds for individuals and families in need to participate in Y programs. All donations, regardless of the amount, provide outreach and scholarships for programs such as after school care, youth sports, senior programs, health and wellness programs, summer camps, teen leadership and more.

IT'S ABOUT PEOPLE

The YMCA is a place where everyone is welcome regardless of race, age, religion or financial standing. **The Annual Campaign raises funds for families who can't otherwise afford YMCA programs and services.** We focus on providing children and teens with safe outlets, positive role models and opportunities to achieve their full potential.

IT'S PROVIDING RESOURCES TO SUPPORT THOSE IN NEED

Campaign contributions are invested in people. **100% of the money raised goes directly to programs and services for children, teens, adults and families.** Contributions are not applied to the Y's overhead or campaign expenses.

IT'S AN OPPORTUNITY TO GIVE BACK

The YMCA of Central Kentucky is a 501(c)3 charity dedicated to helping children and families live healthier, more productive lives in spirit, mind and body. Serving as a campaigner, you send a message to the community that you believe in the Y and support our mission.



OUR IMPACT

Thousands of children and families benefit from funds raised through our Annual Campaign. Here's just a small sample of your impact:



MORE THAN 5,500
swim lessons were given in 2018.



OVER 170 PEOPLE
reduce the risk of developing type 2 diabetes through the YMCA's Diabetes Prevention Program.



ONE IN THREE KIDS
in the YMCA's after school program benefit from financial assistance funds.



TWO IN FOUR KIDS
in Y summer camp benefit from financial assistance.

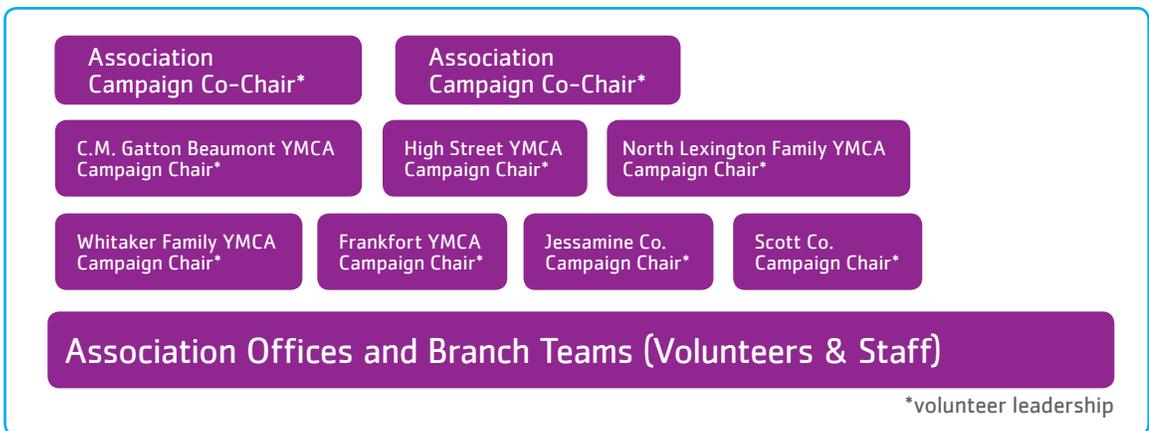


LIVESTRONG® AT THE YMCA
is a free program helping cancer survivors rebuild their spirit, mind and bodies in a supportive setting.



500 STUDENTS
participated in STEM and reading activities through our Powers Scholars Academy.

OUR STRUCTURE



*volunteer leadership



2019 CAMPAIGN
Feb. 1 - April 30

OUR 2019 GOAL
\$626
THOUSAND

INVITE TO PARTICIPATE OUTLINE

1. INTRODUCE YOURSELF

"Hi, FRIEND NAME, this is YOUR NAME. As you know, I'm a volunteer with the [branch] YMCA, and we're conducting our 2019 Annual Campaign. Thanks again for taking the time to talk with me about the YMCA and the good work we're doing."

2. DISCUSS THE YMCA

"I'm a volunteer in the Y Campaign because (tell about your Y involvement if it's appropriate)... "Have you had any experiences with the YMCA?"

- If "Yes"... "Tell me about your experience with the Y." (Respond appropriately to the experiences related with positive statements about the Y's values)
- If "No"... "Are you familiar with all the work that the Y does in our community?" (Wait for response and respond appropriately)

3. DISCUSS THE CASE FOR SUPPORTING THE YMCA

"This year, we're planning to raise \$626,000 to fund programs and services that will support children, individuals and families throughout Central Kentucky.

"What's unique about the YMCA is that we do not turn anyone away because of an inability to pay. Annual Campaign dollars underwrite financial assistance for things like after school child care, summer day camp, swim lessons and YMCA memberships.

"What's even better is that we weave character-building values into every program that we run, so that we provide vital support for parents. That's why we say that the YMCA strengthens the foundations of our community."

4. REQUEST A SPECIFIC DOLLAR AMOUNT

I hope you will consider a contribution of \$## this year, or \$## per month for 12 months. Would you consider that?

(Silence...let them answer)

If prospect is unresponsive...

"Let me give you a better idea of how you can help..."

- \$25 provides financial assistance to a child or family in their time of need.
- \$50 equips one child with lifesaving water safety skills.
- \$100 offers one month of after school care for a child.
- \$250 provides five children an opportunity to experience summer camp.
- \$500 provides five children a safe, educational experience during out-of-school time for one week.
- \$1,000 offers two families a membership at an affordable cost.

SUGGEST ONLINE GIVING WHEN APPROPRIATE

"You can also make a donation online at ymcacky.org/give. Just click Give on the home page and it will take you to a secure page.

Enter the amount you'd like to contribute, complete your contact information, designate where you want your gift to go and then complete the payment details.

AGREE ON THE AMOUNT

"Thank you so much. You'll receive a confirmation letter (email for online giving) from the Y in the very near future. Let me check; is the information on this pledge card, correct? Would you prefer to make the payment in one lump sum or through scheduled payments (Complete details of the pledge). The YMCA really appreciates your generous support...and so do I."

THINGS TO REMEMBER

- Just tell your story and connect it to the Annual Campaign's significance.
- People don't give because they haven't been asked.
- Being asked to give = a chance for someone to feel good and do good.
- Try to answer the following questions in your response: Why do I volunteer? Why do I give? What benefits have I received from the YMCA? What is the best part of the Annual Campaign?



FREQUENTLY ASKED QUESTIONS

WHAT IS THE YMCA?

The YMCA is a not-for-profit 501(c)3 organization funded by membership and program fees, contributions from YMCA friends, corporations, foundations and grants.

We are joined together by a shared commitment to nurture the potential of kids, promote healthy living and foster a sense of social responsibility.

HOW DOES THE CAMPAIGN FIT INTO THE Y'S BUDGET?

YMCA of Central Kentucky raises funds through our Annual Campaign. The dollars raised in each Y campaign stay at that Y. Contributed funds do not pay for YMCA operations, campaign expenses or support for other Y's.

WHY SHOULD I GIVE A DONATION TO THE Y? I ALREADY PAY MEMBERSHIP DUES.

Your dues cover the costs of running the Y and provide the best member experience. But, they do not support funding for outreach programs and financial assistance. Your support of this campaign will provide safe, high-quality, character-building programs for children, teens, adults and families who need our Y.

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

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

HAVE A QUESTION YOU CAN'T ANSWER?

For assistance, call your Y campaign leaders or the association development team at any time.

CONTACT INFO

BRENDA BLAKOVICH
bblakovich@ymcacky.org
859-367-7328





OUR MISSION:

To put Christian principles into practice through programs that build a healthy spirit, mind and body for all.

YMCA OF CENTRAL KENTUCKY

Office of Philanthropy
381 W. Loudon Avenue
Lexington, KY 40508

ymcacky.org/give

