FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

2020 Annual Campaign Timeline

November 1-30, 2019
Staff Campaign

December 2019
End of the year solicitation letter

January 2 – 31, 2020
Board Campaign

February 1 – 28, 2020
Major Gifts Campaign ($1,000+)

February 28, 2020 (8:30-10 a.m.)
Annual Campaign Kick-Off

March 1 – April 12, 2020
Community Campaign

April 1 – 30, 2020
Campaign wrap-up

April 28, 2020
Annual Celebration

2020 Goals	
Association	$100,000
C.M, Gatton Beaumont YMCA	$85,000
Frankfort YMCA	$50,000
High Street YMCA	$220,000
Caroline Memorial YMCA Program Center (Jessamine Co.)	$12,500
North Lexington Family YMCA	$70,000
Scott County YMCA Programs	$16,500
Whitaker Family YMCA	$80,000
Total	**$634,000**