



“We make a living by  
what we get. We  
make a life by what  
we GIVE.”  
- Winston Churchill

# STRENGTHEN YOUR COMMUNITY

YMCA OF CENTRAL KENTUCKY  
ANNUAL CAMPAIGN TRAINING HANDBOOK



# HOW TO USE THIS HANDBOOK

This handbook is designed to provide you with all the information you need during the course of the Annual Giving Campaign.

Included are:

- Facts about the Y
- Information about the campaign
- Successful campaigning techniques
- Helpful answers to questions you will be asked

Please read this material carefully... it's guaranteed to be one of your most valuable resources.

## ANY QUESTIONS OR CONCERNS

Please contact your Y branch coordinator:

---

Name / Phone Number

# YMCA FACTS

## Our Mission

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

## Charitable

The Y is a not-for-profit 501(C)(3)

## Our Values

Caring: Show a sincere concern for others

Honesty: Be truthful in what you say and do

Respect: Treat each other as we'd all like to be treated

Responsibility: Be accountable for your promises and actions

## Our Cause

Driven by its founding mission, the Y has served as a leading nonprofit committed to strengthening community for more than 175 years. The Y empowers everyone, no matter who they are or where they're from, by ensuring access to resources, relationships and opportunities for all to learn, grow, and thrive. By bringing together people from different backgrounds, perspectives and generations, the Y's goal is to improve overall health and well-being, ignite youth empowerment and demonstrate the importance of connections in and across 10,000 communities nationwide.

## Who We Serve

The YMCA of Central Kentucky serves over 60,000 members and program participants. The YMCA of Central Kentucky operates six branches, two program centers and two child development centers; serving Anderson, Fayette, Franklin, Jessamine, Scott, and Woodford counties.

# AREAS OF IMPACT

Our areas of impact provide a clear framework around how we strengthen community and where our positive impact can be seen:

## FOR YOUTH DEVELOPMENT

Empowering young people to reach their full potential

## FOR HEALTHY LIVING

Improving individual and community well-being

## FOR SOCIAL RESPONSIBILITY

Providing support and inspiring action in our communities

## VOLUNTEERS

Each Y is governed by volunteer board members from the community who make program, policy, and financial decisions based on the needs of that community.

## FINANCIAL SUPPORT

The Y is supported by membership, program fees, and both public and private contributions.

## DID YOU KNOW?

Notable Y contributions to American life through team sports include the invention and development of basketball and volleyball.

## HISTORY

The Y was founded in London in 1844 in response to unhealthy social conditions arising in big cities at the end of the Industrial Revolution. The YMCA of Central Kentucky was founded in 1853.

# WHY AN ANNUAL CAMPAIGN?

Every year the Y recruits volunteers to solicit funds for the Annual Giving Campaign. These funds make it possible to keep our promise to make programs and services available to everyone, regardless of their ability to pay.

Our goal is to build a broad base of community support among individuals and businesses who believe in contributing to their community.

All money raised by the Annual Giving Campaign is used to support the Y's programs for children, teens, adults, seniors, and families in the communities we serve.

The demand for financial assistance is increasing at a tremendous rate each year. Funds secured in the campaign are used to offset this ever-rising demand for assistance.

Y membership dues cover the day-to-day operational costs of the Y facilities only. Membership dues do not support programming such as youth sports, swimming lessons, after school programs, child care, teen mentoring, preschool, and arts programming.

Donations to the Y can be made in several ways:

- A pledge can be made and paid over the course of a year. The donor will be billed monthly, quarterly, or semi-annually.
- A check for the full amount can be provided.
- Donations can be charged to a credit card.

Some companies will match your donation. To determine this, please check with your company's human resources department.

# 12 TECHNIQUES FOR SUCCESS

## 1. Make your own contribution first

This is the most important thing you can do in preparation for your ask. Only then will you be able to properly ask potential donors for their pledge.

## 2. Face-to-face is the most effective method

A personal visit to the right person produces superior results than a phone call or letter. Use the phone to secure the appointment and a letter to confirm the results of the interview – share the story of the Y on a face-to-face basis. It pays off.

## 3. Go after your best prospect first

This gets you off to a good start psychologically and gives you an even stronger position in subsequent solicitations.

## 4. Tell what the Y is doing

When approaching a first-time or previous donor, it is largely a matter of education. Your job is to tell the value of the Y programs. When you appeal to the self interest of the donor, you are likely to secure a response.

## 5. Flexibility should be the key to your approach

There is no standard way. The time you choose to make your contact, and the method, should be custom-tailored to each prospect. Judge each case individually, plan accordingly.

## 6. Know the facts about the Y

Be prepared with reasons why they should support the Y generously. Each approach should be thought out in advance. Avoid the “I’ve got your card and have come for a donation” approach.

# 12 TECHNIQUES FOR SUCCESS

## 7. Aim high

When the time is right, ask for a specific amount. Don't just talk of dollars, but of service - what those dollars will do for kids. In a direct manner, steer your prospect's thinking to the highest level consistent with their giving capacity. A prospect is seldom offended because he or she is asked to contribute more than he/she might be in a position to give at that particular time. In fact, a great amount of money is lost to the Y simply because many prospects weren't asked to contribute at the level of their capacity.

## 8. Never leave the pledge card

Most donors don't return the pledge card without background information.

## 9. Teams of two often get better results

Enlist a running mate for certain calls, someone who has a particularly strong influence with the prospect. You will complement each other in the interview and the pledge is usually larger.

## 10. Be prepared in advance for questions

Answer questions honestly. Find out why an objecting prospect feels the way he does, and turn it into a positive. Refer unanswerable questions to staff. Remember, even if you do not get a contribution, you can make a friend for the Y!

## 11. Always say thank you

The Annual Giving Campaign is an opportunity to cultivate friends of the Y. Everyone is a prospective donor. Saying "thank you" lets donors know that their gifts, no matter what size, are important.

## 12. People give to people rather than causes

Even though they may not wish to make a payment now, we hope that they will consider a "pledge" of your interest and support and we will bill them later in the year.

# MAXIMIZING YOUR RESULTS

## FUNDRAISING LADDER OF EFFECTIVENESS

1. Personal visit: Team of two volunteers
2. Personal visit: One volunteer
3. Personal letter followed by a phone call within one week
4. Personal phone call to someone you know
5. Personal letter without follow up phone call  
Note: Hierarchy of personal letter
  - a) Handwritten note or letter
  - b) Computer/Tablet generated "personal note"
6. Phone call to someone you don't know

# AN EFFECTIVE WAY OF ASKING

## Opening

"Hello my name is [name], and I'm a volunteer of the YMCA of Central Kentucky. Engaged members, such as myself, have volunteered to contact others in the community to help our Annual Giving Campaign. How familiar are you with the campaign?"

## Discuss Y Programs

"Our Y provides programming and opportunities for children, teens, adults, and seniors who may otherwise be unable to participate. These outreach programs and services include before and after school care, full-day child care, summer day camp, swimming, youth sports, fitness programs, teen leadership development, and health education for the family. These programs are made possible through funds contributed during this Annual Giving Campaign.

Our goal is to raise \$ \_\_\_\_\_ this year for the \_\_\_\_\_ [location]. We're counting on the support of members and friends to help continue these vital programs."

## Closing

"[Prospect's Name] the Y's programs are very important to me, and I wouldn't be taking your time if I didn't feel it was so important to our community and that you could make a difference. These programs won't continue without your support. Would you consider a gift of \$ \_\_\_\_\_?"

## Ending The Call

"That's great [their name]. We really appreciate your support of these programs. You will receive an acknowledgment of your pledge of \$ \_\_\_\_\_ paid quarterly, monthly, or in one installment of \$ \_\_\_\_\_. May I confirm your address and spelling of your name? "

## Thank The Donor

"Thank you again for your support. We can really feel proud that we are helping the Y strengthen the foundation of our communities."

# HANDLING OBJECTIONS

## **“Why should I give more money to the Y? I’m already a member and pay monthly dues?”**

Your membership dues cover the cost of operating Y facilities, but do not support outreach services and programming. They are made possible only through contributions from Y friends and members, like yourself, who want to help the Y meet the needs of children and families in our community. That’s why we need your support in this campaign.

## **“Why should I give to the Y? I’m not a member.”**

Your support is still needed! You benefit by having a strong Y in your community because the Y provides meaningful opportunities and experiences that help young people grow into responsible adults. The Y makes your community a better place in which to live and do business.

## **“I already gave to United Way”.**

United Way is a donor to some of the programs of the Y. These funds cover a portion of the outreach expenses, but do not cover costs for overall programming throughout the association.

## **“I gave last year. Isn’t it too soon to be asking again?”**

Your contribution last year helped the Y continue vital financial assistance programs for the youth in our community. These programs will not continue without your continued support.

## **“We would like to give, but we have already made up our contributions budget for this year.”**

Please tell us the best time to ask for your support. When and to whom should a request be made?

## **“Business is not so good; we’ll have to wait.”**

Even though you do not wish to make a payment now, we hope you will consider a “pledge” of your interest and support and we will bill you later in the year.



## **LOCATIONS**

### **CAROLINE MEMORIAL YMCA**

**PROGRAM CENTER**  
220 E. Maple Street  
Nicholasville, KY 40356  
859-885-5013

### **C.M. GATTON BEAUMONT YMCA**

3251 Beaumont Centre Circle  
Lexington, KY 40513  
859-219-9622

### **FRANKFORT YMCA**

402 W. Broadway Street  
Frankfort, KY 40601  
502-227-9637

### **HIGH STREET YMCA**

239 E. High Street  
Lexington, KY 40507  
859-254-9622

### **SCOTT COUNTY YMCA OFFICE FOR PROGRAMS**

160 E. Main Street  
Georgetown, KY 40324  
502-863-4841

### **NORTH LEXINGTON FAMILY YMCA**

381 W. Loudon Avenue  
Lexington, KY 40508  
859-258-9622

### **WHITAKER FAMILY YMCA**

2681 Old Rosebud Road  
Lexington, KY 40509  
859-543-9622

### **OUR MISSION:**

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

**UPDATED JANUARY 2020**