

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 Workbook



WELCOME

YMCA of Central Kentucky 2020 Annual Campaign

Dear YMCA Campaigners,

I am pleased to serve as your 2020 Annual Campaign Chair. The Y has been a part of my family for many years. The Y has had a huge impact in my life, and my family's, and I look forward to working with each of you to grow the support of all the YMCAs in Central Kentucky. Let's get started!

As you know the YMCA of Central Kentucky delivers quality programs to children, teens 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.

I am 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 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.

Thank you for your commitment to support those in need. For a better us.

Sincerely,



Leslie Fannin
2020 Annual Campaign 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

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.

OUR AREAS OF IMPACT

How we strengthen community

YOUTH DEVELOPMENT: Empowering young people to reach their full potential

HEALTHY LIVING: Improving individual and community well-being

SOCIAL RESPONSIBILITY: Providing support and inspiring action in our communities

OUR VALUES

Essential principles that guide us in everything we do

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 HISTORY

The YMCA of Central Kentucky has served Lexington and the surrounding area since 1853. Today, the YMCA of Central Kentucky operates six facilities in Lexington and Frankfort, two child care centers, as well as, programming 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 \$634,000 in 2020 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 of programming. 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 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 2019



OVER 170 PEOPLE
reduced 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 benefitted from financial assistance funds



TWO IN FOUR KIDS
in Y summer camp benefitted from financial assistance

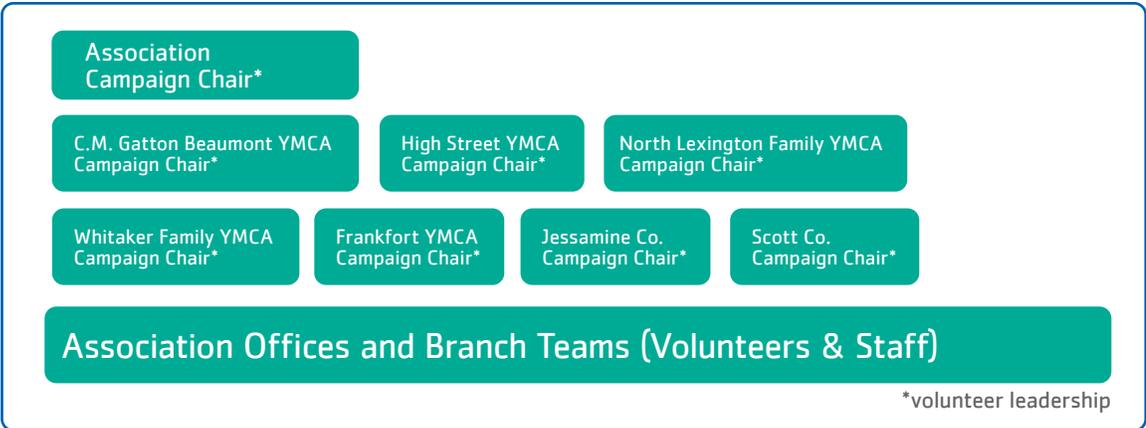


LIVESTRONG® AT THE YMCA
is a free program that helped cancer survivors rebuild their spirit, mind and bodies in a supportive setting



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

OUR STRUCTURE



2020 CAMPAIGN
Jan. 1 - April 30

OUR 2020 GOAL
\$634
THOUSAND

*volunteer leadership

INVITE TO PARTICIPATE OUTLINE

BEFORE YOU GET STARTED...

Work with your branch campaign chair and executive director to develop a list of prospective donors for you to contact. They will give you the name, contact info and giving history of the donor and will help you decide on the amount to request and other details like the donor's areas of interest.

You may also contact prospective new donors – friends, colleagues, and employer – but their names must first be cleared through the Y's donor database to prevent duplicate solicitations. Names can be submitted to your branch executive director for clearance.

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 2020 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 \$634,000 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 offers a child swim lessons and life-saving water safety skills.
- \$50 provides a family one month of Y membership during a hard time.
- \$100 gives a child financial assistance to attend a week of summer camp.
- \$250 gives a teen in the Black Achievers program an adult mentor
- \$500 provides six children with a season of youth sports
- \$1,000 provides financial assistance to many children and families

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 leader, branch executive director or association team at any time.



ASSOCIATION OFFICE CONTACT

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OUR MISSION:

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

YMCA OF CENTRAL KENTUCKY

381 W. Loudon Avenue
Lexington, KY 40508

ymcacky.org/give