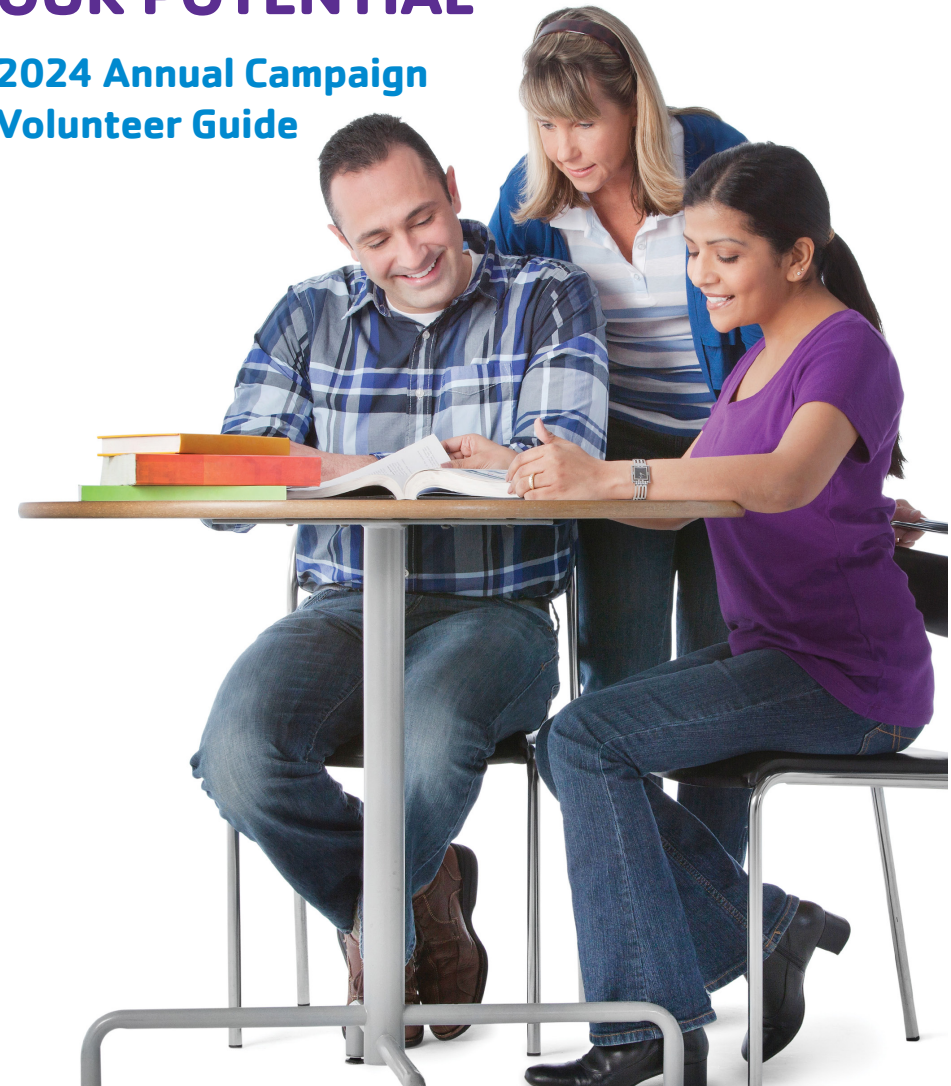




REACHING

OUR POTENTIAL

2024 Annual Campaign
Volunteer Guide



NORTH PENN YMCA

CORPORATE OFFICE

2506 N. Broad Street, Suite 208
Colmar, PA 18915
215-368-9622

INDIAN VALLEY FAMILY YMCA

890 Maple Avenue
Harleysville, PA 19438
215-723-3569

HARLEYSVILLE YMCA EARLY CHILDHOOD CENTER

311 Alumni Avenue
Harleysville, PA 19438
215-256-0767

LANSDALE AREA FAMILY YMCA

608 E. Main Street
Lansdale, PA 19446
215-368-1601

NORTH PENN YMCA

NorthPennYMCA.org/Give

The Y.™ For a better us.





WITH GRATITUDE

Dear Friends,
 On behalf of the North Penn YMCA, thank you for assisting with our Annual Campaign. We truly value your time and enthusiasm, as you are a vital member of our team. I know that you are aware of how important your dedication is to the success of our Annual Campaign, The Y.™ For a better us.

Thanks to all of our generous donors, last year we were able to provide over \$667,000 in financial assistance, scholarships, and other charitable services benefitting over 7,500 individuals right here in our community.

This year our mission remains the same – to make the community we serve a better place to live and provide wellness for all people regardless of ability to pay.

Once again, thank you and welcome to this year’s team. With your support, I know we will once again exceed our goal!

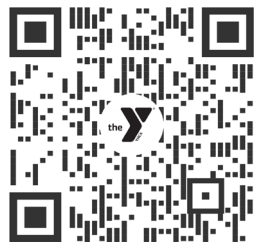
Cassie Digman

Annual Campaign Director
 CassieD@NorthPennYMCA.org

Description	2024 Goal
Board of Directors	\$8,500
Board of Trustees	\$4,000
Branch Boards	\$4,000
Major Gifts	\$6,000
Grants	\$45,000
Corporate Office	\$7,500
Harleysville Early Childhood Center	\$5,000
Indian Valley Admin	\$12,500
Indian Valley Aquatics	\$7,900
Indian Valley Daycare	\$9,900
Indian Valley Membership	\$17,000
Indian Valley Sports	\$3,800
Indian Valley Wellness/Group Ex/AOA	\$9,000
Indian Valley Before/After School & Camp	\$9,900
Landsale Admin/B&G	\$15,000
Lansdale Daycare	\$9,500
Lansdale Aquatics	\$11,000
Lansdale Early Childhood	\$8,500
Lansdale Membership	\$15,000
Lansdale Wellness/Group Ex	\$11,000

TOTAL: \$220,000

ADDITIONAL RESOURCES



We hope that the materials in this manual and the support that you receive from Y staff will give you the tools necessary to be successful in meeting or exceeding your goals. Scan the QR code for additional resources from Y USA and virtual copies of materials.

CO-CAPTAIN ZOOM CHECK IN



ALL co-captains must attend EVERY Zoom check-in meeting. Other volunteers are not required to attend.

Meetings are scheduled at 4 p.m. on the first Thursday of the month. July's meeting is the second Thursday.

- May 2
- June 6
- July 11
- August 1
- September 5
- October 3
- November 7

PURPOSE OF OUR CAMPAIGN

The Annual Campaign is the YMCA's primary vehicle for raising charitable gifts from members and the community, but it is more than just a fundraising tool. A successful campaign does more than raise money; it fosters a culture of philanthropy – a fundamental understanding among everyone involved that the Y is a charitable organization and philanthropy is essential to its mission.

Together we will:

RAISE awareness and funds for the Y's financial assistance program.

ENABLE the participation of hundreds of children and families in memberships, programs, wellness initiatives, services and camps at our Y.

HELP provide childcare, early childhood education and summer day camps at our Y.

ALLOW the Y to provide financial assistance to anyone in our community.

BROADEN our reach by initiating enriching community wellness and health-enhancing programs.

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PART OF SOMETHING BIGGER

THE IMPACT OF YOUR GIFT

“The YMCA has been my second home for the past five years. The Y has done so much to help my family when my husband became disabled. I started taking group exercise classes to help balance myself while dealing with my husband, who was in declining health, and our two young children. The Y gave me the opportunity to work with them, giving me the flexibility I needed. We were so thankful that the Y was able to help our family when we were struggling financially.



Your donations will go to support families similar to mine – families that are struggling financially. All money raised will go directly back to the community, providing scholarships for families in need. The YMCA is a place for families to come together and forget about their worries, even for a short time.”

– Dawne W.

At the YMCA, no one is turned away because of inability to pay.

One hundred percent of Annual Campaign contributions go back into the community. The campaign makes it possible for children, families, seniors, neighbors and others to benefit from Y programs and memberships, regardless of their financial circumstances.

FINAL CHECKLIST

TO SUCCESSFUL CAMPAIGNING

- Make your own gift
- Ask your best prospect first
- Find out what programs interest your prospect
- Know your prospects past giving
- Refer to your own gift
- Be prepared in advance for questions
- Ask for the donation
- Aim high and be specific with your request



NORTH PENN YMCA

ANNUAL CAMPAIGN QUESTIONS?

Contact
Cassie Digman
Annual Campaign Director
CassieD@NorthPennYMCA.org
215-368-YMCA x 100

BRANCH CONTACTS

HARLEYSVILLE YMCA EARLY CHILDHOOD CENTER

Diane Greve
Branch Executive
DianeG@NorthPennYMCA.org
215-256-0767

INDIAN VALLEY FAMILY YMCA

Sangeeta Kharbanda
Branch Executive
SangeetaK@NorthPennYMCA.org
215-723-3569 x 111

LANSDALE YMCA

Bob Varga
Branch Executive
BobV@NorthPennYMCA.org
215-368-0797

CONNECT WITH US

NORTH PENN YMCA

NorthPennYMCA.org/GIVE



YOUR ROLE AS A CAMPAIGNER

AND HELPFUL HINTS FOR SUCCESS

EXPLAIN

the purpose of the Annual Campaign

SHARE

the charitable work of the YMCA

DEMONSTRATE

your commitment by making your own gift

APPROACH

your prospects in person, if possible

TELL

your own Y story

HIGHLIGHT

what a gift can do

SUGGEST

how a generous donation will create impact

CELEBRATE

by sharing your success



1. Make your pledge first.

This is the most important thing a campaigner can do to be successful. It is difficult for campaigners to ask others to make a commitment to the YMCA before making their own.

2. People give to people.

Many YMCA campaigners ask the question, “Where do I find prospects to give to the YMCA?” The answer to this question is in all the relationships that you have in your daily life. Studies have shown that people give to people that they know and trust before they give to a cause or organization. Knowing this, consider the following sources when looking for prospects:

- Friends
- Relatives
- Neighbors
- Work Associates
- Vendors and Customers
- Community Organizations
- YMCA Members and Participants
- Former YMCA Donors (Staff can provide lists)
- Current and Former YMCA Volunteers and Board Members
- Please note: Campaigners should list their prospects on the Prospect Wish List form provided in their Campaigner Kit. The completed form should be sent to Cassie Digman, campaign director, for clearance through the Campaign Office before they may reach out to their prospects. This is done to ensure only one person is speaking with the same person or organization.

3. Ask your best prospects first.

Practice asking those potential donors who you feel most comfortable with or people who are most likely to say “Yes”. This will help you to gain confidence.

4. Share your story and other stories of impact about the YMCA.

Have a face-to-face conversation with your friends, family and prospects about the ways in which the Y has impacted you and the community. Put a face with the name so that you can build a wider base of support. Use stories of individuals to demonstrate community needs. Then relate the prospect’s contribution as creating specific opportunities. By appealing to the self-interest of the donor, you are more likely to secure a favorable response when asking for a contribution.

5. Plan your approach.

Strategize in advance why the prospect might desire to give and what would motivate him or her to make a “stop and think” gift. What things about the Y, its programs, needs and impact on the community will appeal most to the prospect? Consider the prospect’s giving capacity. What size gift should be solicited? Would a lump sum be best? Would four installments be more convenient?

FREQUENTLY ASKED QUESTIONS

Someone already contacted me. Why are you contacting me too?

Occasionally this happens if you or a family member participate in activities or know volunteers at more than one branch. Many people do contribute to multiple branches and this is an option for you.

Does the money raised in the Annual Campaign stay at our branch?

Yes, donations from people in your community support your local YMCA branch. Some donors do ask that their gift go to fund specific programs or activities that are outside of their branch, and, of course, we honor their wishes.

How much of my donation actually goes to the campaign?

Almost all of your donation will support the charitable services the Y provides. The Y keeps administrative costs well below 10% of the campaign goal.

Is my contribution tax deductible?

Yes, the North Penn YMCA is a 501(c)(3) organization, but donors should consult with their accountants regarding tax-deductible items.

I am unable to make a donation today or I prefer to make my donation later in the year, can I do that?

Yes, you can. It will help the Y to know what you plan to give though. Will you please complete a pledge envelope, so they know they can count on you for support?

What do I do if someone has a complaint?

Listen to and record the complaint, but try not to comment on their specific issue. Assure the person that you will follow up with YMCA staff and that someone will get back to them. We will respond to every concern. Once people feel that their concerns have been heard, they will be more ready to listen to your request for their support to our YMCA.

**100% OF YOUR DONATION
SUPPORTS OUR COMMUNITY**

FREQUENTLY ASKED QUESTIONS

Below are some questions asked frequently of campaigners working on the Annual Campaign. If you get a question you are unable to answer, please offer to find out the correct response and tell them you will contact them shortly. Then ask your team captain for assistance.

I already pay membership fees. Why does the YMCA need more money?

Membership fees cover the cost of maintaining and operating YMCA facilities and programs for YMCA members. Donated dollars support programs for everyone in the community, particularly children and teens. Contributions also provide financial assistance for individuals and families who cannot afford the YMCA, but who still want to and can benefit from our services.

I'm not involved with the YMCA. Why should I contribute?

The benefits of a strong North Penn YMCA go far beyond those directly served. The Y strengthens the foundations of our community, making it a better place to live and do business. Our programs develop positive values, build self-esteem and encourage a healthy lifestyle. Y programs strengthen families and help them cope with the pressures of modern living. We provide seniors a place to stay active and maintain social contacts. All Y programs model the core values of caring, honesty, respect and responsibility.

How will the Y use my donation?

We believe that everyone, regardless of their financial situation, deserves the experience of YMCA programs and services. Your donation keeps our programs open to all, so that everyone can have access to programs and activities that strengthen the mind, body, and spirit. It means the Y can reduce the cost of memberships to youth, seniors, and military personnel; provide wellness programs and child care services at affordable fees; allow other non-profit organizations to utilize our facilities at little to no cost, and so much more.



6. Ask for a specific dollar amount.

When the time is right, ask for a specific amount. Don't talk dollars; talk service. What will the gift accomplish? If they have donated in the past, encourage an increase in this year's gift. A \$50 gift last year may have the potential to be \$100 or more this year, allowing the YMCA to expand services to more children and families. Talk about what those dollars can do for someone in the community. If a donor thinks a suggested gift is too high, suggest a smaller amount. Every donation counts.

7. Encourage pledging.

The advantages are obvious. Most people can give more over a period of time than at any given moment. A generous gift of \$500 becomes ten payments of \$50.

8. Ask about matching gifts.

Ask the donor if his or her employer has a matching gifts program. Many do/or will match a gift if asked. It is an easy way to double the gift impact. Businesses such as Merck, HP, Johnson & Johnson, GlaxoSmithKline and Pfizer participate in matching gift programs. Donors should contact their Human Resources department to find out if their company matches charitable gifts.

9. Thank the prospect.

If the prospect makes a gift or pledge, thank them. If they are unable to make a gift or pledge, thank them for listening to your Y story. Perhaps they will reconsider next year. Not everyone will choose to donate, but try to make a friend for North Penn YMCA, even if they are unable to make a contribution now.

10. Report back to your team co-captains.

Turn in pledge cards promptly and communicate any roadblocks to your co-captains. Contact Cassie Digman, campaign director, if needed.

WAYS TO GIVE

- An outright gift of cash, check or credit
- A pledge to be paid at a later time
- A pledge to be made through installments

We kindly request that all pledges be paid on or before December 31, 2024.

- Many businesses offer matching gift benefits to employees which will DOUBLE your donation! Or they may offer a donation for your volunteer hours worked. Check with your HR department today.
- Our school programs participate in fundraisers such as Giant's A+ School Rewards and General Mills Box Tops for Education



ANNUAL CAMPAIGN ORGANIZATIONAL CHART

