



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR A BETTER US

2020 ANNUAL CAMPAIGN TRAINING

WELCOME & INTRODUCTIONS

Objectives of this session:

- **Explore** your feelings about fundraising, the YMCA, and money
- **Learn** how charitable dollars raised in the campaign will be used
- **Understand** the overall campaign structure and the importance of your role in it
- **Develop** your own campaign “ask”
- **Ask** questions

ANNUAL CAMPAIGN

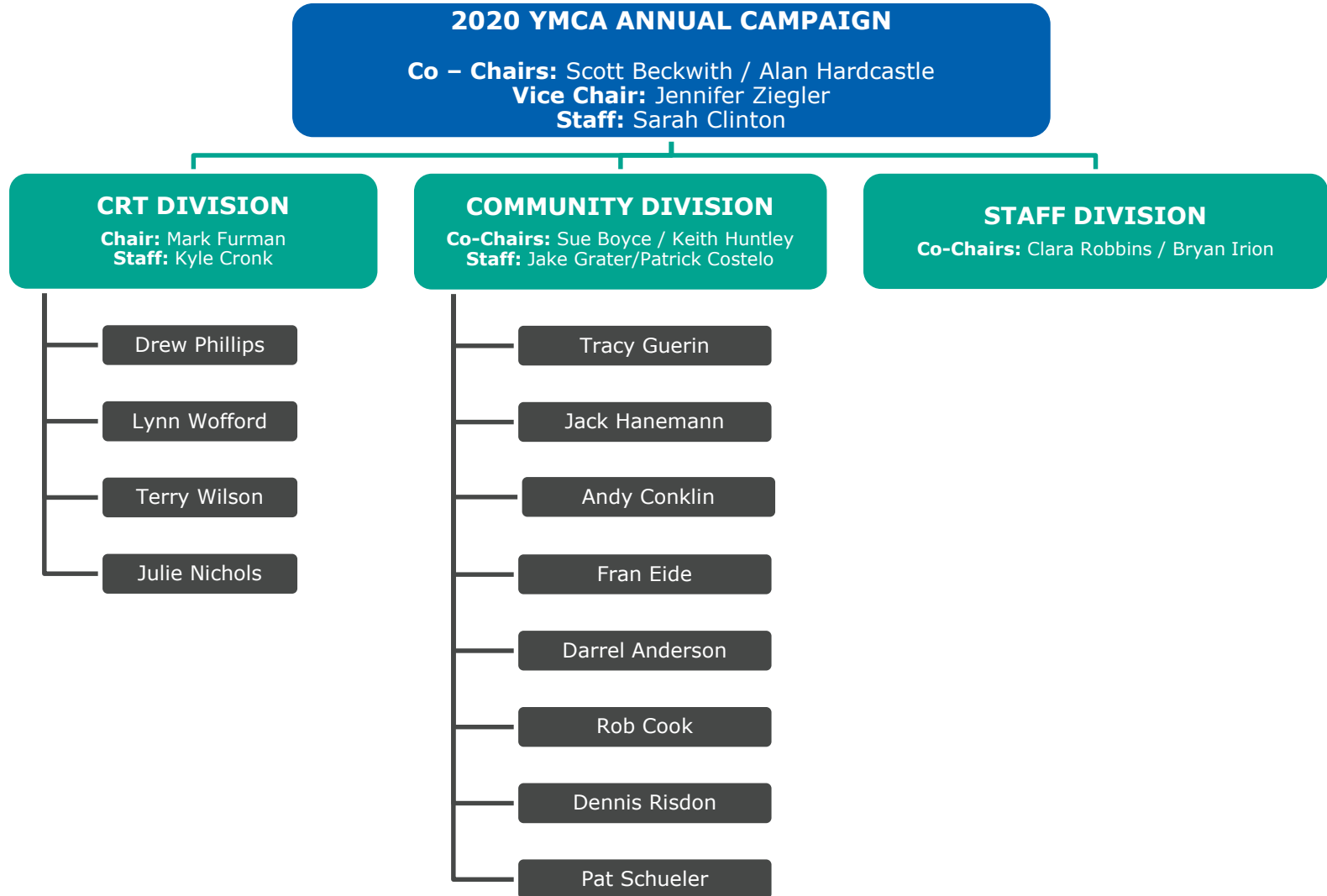
KEEP THE GOALS IN MIND



Three Goals of the Campaign

- **RAISE** money to support critical, life-changing programs in our community
- **EDUCATE** members of our community about our mission and work and let them know how they can participate in solutions to some of our most pressing issues in our community
- **ENGAGE** volunteers in meaningful work in support of our community as a whole

CAMPAIGN ORGANIZATION

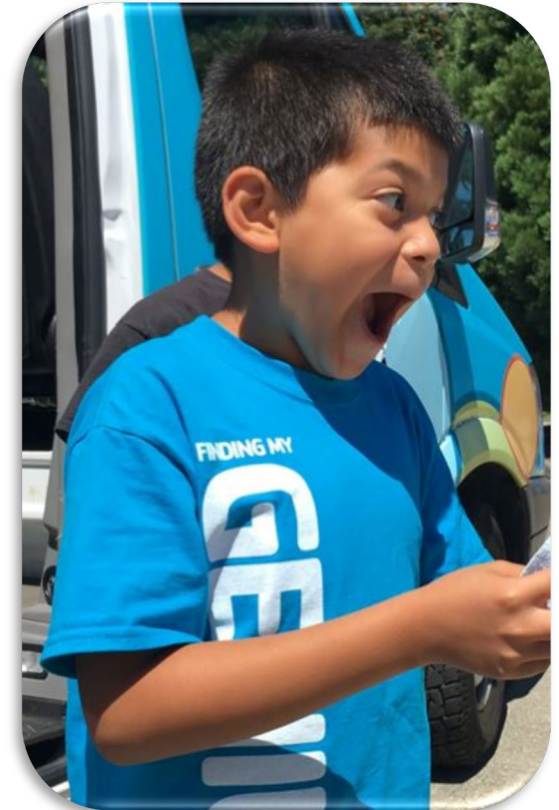


STORYTELLING: WHY DO YOU GIVE YOUR TIME?

TELLING YOUR STORY

Effective Storytelling Strategies:

- **Let your passion lead** and share it with others
- **Use real-life examples** to highlight the story of ONE person
- **Speak in the first person** – this is YOUR story to tell



**LET'S TALK ABOUT
MONEY!**

MONEY, MONEY, MONEY



1

FACT ONE:

Everything costs money

2

FACT TWO:

Everyone has “baggage” related to money

3

FACT THREE:

People want to invest in powerful and innovative projects

FUNDING THE MISSION:

WHERE DOES THE MONEY GO?

OVER \$1 MILLION DOLLARS IN OUR COMMUNITY

All dollars raised go to our **scholarship fund**.

The scholarship fund is distributed **throughout Y programs**.

No one is turned away because of inability to pay.

FUNDING OUR MISSION:

- Annual Campaign
- Fundraising Events
- Government & Grants
- Other Sources



GETTING IT DONE: HOW TO USE YOUR RESOURCES

RESOURCES



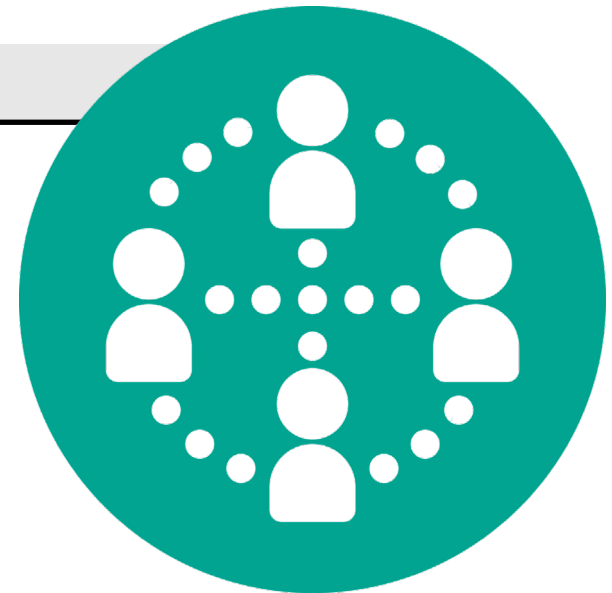
- **Team Captain**
- **Staff Liaison**
- **Campaign Leadership**
- **Fellow Volunteers**
- **Brochure**
- **Fact Sheet**
- **Website**

TIMELINE

DATE	EVENT / COMMUNICATION
February 27	Campaign Kickoff Letter to donors
March 1-8	1 st campaigner communications
March 9-25	Follow up communications & meetings
March 26-29	Final pledges in
April 1	Totals announced
April 9	Victory Celebration

Additional Communications:

- Weekly reports
- Ongoing team captain check-ins
- One-on-one communication as needed





THANK YOU

Sarah Clinton
South Sound YMCA
360.918.0402
clintons@ssymca.net