



At the Y, strengthening community is our cause. We believe lasting personal and social change can only come about when **we all work together to invest in our kids, our health and our neighbors.** That's why we focus our work in three areas: youth development, healthy living and social responsibility.

The **Annual Support Campaign (ASC) is vital** to advancing the cause of the YMCA. Since its inception in our region in 1864, the Y has strived to build a strong community and is proud to be a cornerstone of growth and support across the region. The ASC should always be led by volunteers and supported by Y staff to stretch the message of the Y as deep into the community as possible.

Exceptional campaign volunteers should:

- Motivate and **inspire others**
- **Follow through** on commitments
- Dedicate the necessary **time**
- **Ask others** to volunteer/give to the cause

Additionally, campaign volunteers should be:

- **Dedicated** to their volunteer role
- Supportive of the Y
- **Committed** to campaign strategies and best practices
- **Enthusiastic** about their role
- Willing to make a **personal gift** to the campaign

The person who has approached you have the above qualities and is committed to championing the Y cause. The best part is they think **YOU share these same qualities** and are inviting you to be a part of their team!

Responsibilities:

- Make a personal gift to the campaign commensurate with personal capacity
- Make the time commitment necessary to ensure a successful campaign and agree to work within the campaign structure and procedures. About 8-12 hours total during the 6-8 week volunteer activity
- Familiarize yourself with training materials and online campaigner toolkit to learn the Y story and best practices
- Turn in you preferred prospect sheet for clearance at your branch
- Make personal phone calls/send emails on cleared/assigned prospects telling the YMCA story and asking for a contribution to the campaign
- Return all pledge forms with results weekly
- Attend any Kick-Off and Victory/Celebration Events
- Celebrate with your branch team at the Victory Event and afterward

Time commitment*:

- Major Gift Campaign: October 2021 – April 2022
 - Community Campaign: February – April 2022
- *Specific timelines will be set for each branch/program area*

For your calendar:

- May 2022: Victory Celebration & Annual Meeting (Location TBD)

Resources:

- Extensive campaign resources and helpful documents/videos can be found in our online Campaign Toolkit at myy.org/campaign-toolkit/
- Still have questions? Email one of our Neighborhood Development Directors:
 - Elizabeth Day – eday@myy.org (Serving the following locations– R.C. Durr, Campbell County, Camp Ernst, Central Parkway, Gamble Nippert, Association Offices)
 - Lauren Piening-Estael – lpiening@myy.org (Serving the following locations – Clippard, Powel Crosley, M.E. Lyons, Blue Ash, Clermont, Highland County, & Association Offices)



Volunteer Promise/Commitment Form

Can we count on you?

YES! I will volunteer for the 2022 Annual Support Campaign at the following YMCA of Greater Cincinnati location:

- | | | |
|--|--|---|
| <input type="radio"/> Association Office | <input type="radio"/> Clermont County | <input type="radio"/> M.E. Lyons |
| <input type="radio"/> Blue Ash | <input type="radio"/> Clippard | <input type="radio"/> Powel Crosley, Jr. |
| <input type="radio"/> Campbell County | <input type="radio"/> Gamble Nippert | <input type="radio"/> R.C. Durr |
| <input type="radio"/> Camp Ernst | <input type="radio"/> Highland County | <input type="radio"/> Youth Development & Education |
| <input type="radio"/> Central Parkway | <input type="radio"/> Impact Centers/Carl H. Lindner | |

****Be sure to visit our website as well at my.org/campaign-toolkit/ to register to be a volunteer for our Annual Support Campaign****

My contact information

(Please print clearly)

Name _____

Address _____

City, State, Zip _____

Phone Number _____

Email Address _____

T-shirt Size S M L XL 2XL 3XL

Signature _____ Date _____