



SAMPLE LETTER(S)/EMAIL(S)

Volunteer Initial Point of Contact

Dear [Name],

I am thrilled to share that, as a supporter of the YMCA of Greater Cincinnati, I am participating in this year's Annual Campaign to continue making the YMCA accessible to everyone in our community. [I became involved with the Y because (insert your personal connection, or why you personally support the Y)]. The Y's mission is important to me because I care about creating a place for everyone in our community to belong - to improve themselves, learn healthy habits and build new friendships. The Y makes that possible. The Y's reach is tremendous - and your support of the Annual Campaign will help ensure that everyone has access, regardless of financial ability.

[Insert case statement about a program from the "Our Y's Community Response Sheet"]

My personal goal is to raise \$[insert goal] by April 30th. Every donation makes a difference - no matter the amount. With these donations, we are able to make sure that everyone has access to programs and services regardless of financial ability. To contribute, please visit my personal fundraising page: <https://myy.org/give/>.

Sincerely,

P.S. If you'd like to learn more about the Y, let me know - I'd be glad to set you up with a 20-minute tour and show you how the Y is so much more than a gym. Thanks again for helping ensure that everyone in our community can access the Y.

Volunteer Follow-up Email

Subject: [X] more weeks to reach my goal

Dear Friend,

As you may know, in [insert countdown, i.e. 14 days] the YMCA of Greater Cincinnati's Annual Campaign will reach its last day of the official campaign! While you can still give year-round, giving before April 30th is especially important to help us reach our goal by the campaign deadline. The YMCA is an important resource to so many individuals and families who benefit from access to afterschool care, early learning, senior health and fitness activities, and more. Financial assistance is important because it makes the Y accessible to everyone. When you give to the Y's Annual Campaign, you're helping your neighbors and community thrive. I choose to support the Y because it makes such a big difference in our area, and I hope you will too.

Please consider contributing to my campaign, which you can find via this link:

<https://myy.org/give/>. An incredible 100% of your contribution will be used towards financial assistance. And, no donation is too small - every dollar truly makes a difference.

Thank you in advance.



Chairman's Roundtable Renewal Letter (Remove this text)

Name
Address
City, State Zip

Date

Dear Name,

Give the Gift of Possibility

The YMCA of Greater Cincinnati is so much more than you know, and as a nonprofit, we reach more than 132,000 people annually. Every day, our community faces new challenges that create a greater need for the work we do.

With your support, the Y is able to ensure that everyone, regardless of means, has a place where they can set and achieve their goals, build strong relationships and find a place to belong. Together, we can transform the lives of thousands of people right here in our community.

This is why we invite our closest friends and leadership donors to invest in our Annual Campaign. We hope you will consider renewing your gift and, possibly increasing it. When you donate to the Y, you're giving everyone the opportunity to be healthy and thrive.

#HereForAllHereForGood

Sincerely,

Campaigner Name



Board Member to Prospect Letter

(Feel free to be specific about programs/ services offered at your location! Remove this text.)

[Name]

[Address]

[City] [State] [Zip]

Date

Dear [Name],

When the Executive Director at the [YMCA Branch or Program Area] asked me if I would be willing to send you a few thoughts about why I choose to support the YMCA's Annual Support Campaign, I gladly accepted without hesitation.

To me, the Y is one of our community's most precious treasures. It's a bright, steady source of inspiration that is making an impact. From the hundreds of children who are prepared for kindergarten, to the thousands of students who have a safe place to go after school, to the teen who will be the first to graduate in their family – the YMCA is at work improving lives each and every day.

When you give to the YMCA your generosity reaches children, families and seniors throughout the community that you care so deeply about. Thanks to your generosity, we were able to provide access to the Y and its programs to the people who need it the most.

Every non-profit relies heavily on a core of faithful supporters and friends whose annual financial commitment exceeds the basic levels of community giving. As a member of the [YMCA Branch or Program Area], I'm delighted to be part of a family of donors who go the extra mile to keep the Y's vision of healthy living, youth development, and social responsibility alive. I know that we are partnering to make our community a better place.

The Y needs support from all of us, particularly those of us with the means to give more. I hope you'll join me today and become a fellow donor to our Annual Support Campaign. Together, we can ensure that [YMCA Branch or Program Area] remains forever anchored to the community for the benefit of our neighbors, friends, loved ones – and society at large.

Sincerely,

Campaigner Name



Staff/Volunteer Major Gift Prospect Letter

(Feel free to be specific about programs/ services offered at your location! Remove this text.)

[Date]

[Name]

[Address]

[City] [State] [Zip]

Dear [Name],

As [title] of (Your Branch), I have the privilege each year of bringing together enlightened people to support the vital work of the YMCA. Throughout Greater Cincinnati countless people know the Y. But there's so much more to our Y than one might think.

For nearly 160 years, we've been proud to help our neighbors learn, grow and thrive. Yet we're called to do so much more. Our community faces new challenges that create a greater need than ever for the work we do every day. Fortunately, where some see obstacles, we see opportunities for our members, volunteers and staff to make a difference.

Today, it gives me great pleasure to extend to you my personal invitation to become one of our newest members of the YMCA of Greater Cincinnati's esteemed *Chairman's Roundtable*. *Chairman's Roundtable* membership entitles you to receive a number of exclusive benefits and privileges, including invitations to special events and receptions, private donor reception events, and recognition at (Your Branch).

But perhaps the greatest benefit of all is the knowledge that you, as a *Chairman's Roundtable* member, belong to a rarefied consortium dedicated to helping us shape our community's future by addressing challenges like closing the academic achievement gap, high school graduation rate, and early childhood literacy. Your partnership will effectively strengthen the YMCA's efforts to ensure that our community forever remains a place where active minds can flourish.

Your contribution will allow (Your Branch) to expand its vision of excellence, develop new programs and projects, turn new ideas into reality and find innovative ways of serving our community better. As a donor, you can make a difference in a way few others do.

I do hope that you'll choose to join this dynamic group of *Chairman's Roundtable* members with your generous contribution today. I will plan to give you a call in the next week or so to discuss the possibility of our meeting in person. I look forward to talking with you soon.

Warmest regards,

Campaigner Name



SAMPLE THANK YOU NOTE/E-MAIL (Remove this text)

Dear [NAME],

I want to personally thank you for your generous pledge/donation of \$[AMOUNT] to the 2022 YMCA Annual Campaign. Your gift allows the Y to offer quality programs and services to all, regardless of means.

Thank you for your generosity and support.

With gratitude,

[NAME]

[TITLE]

[YOUR YMCA]