

WELCOME

THANK YOU for volunteering. Your help will help will make it possible for our under-resourced friends to take part of the Y's transformational programs. Exciting!

This **CHAMPION'S GUIDE** (that's what we call you because it's who you are) will give you information about the Y, the campaign, and how you can be an effective champ.

cham·pi·on (noun)

a person who fights or argues for a cause or on behalf of someone else.

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Additional resources available at CincinnatiYMCA.org

QUICK NOTE

Champ,

You have chosen to join the “Y cause” of transformation. Together, we will make a lasting change in the lives of our friends by helping those that need us most.

We are committed to strengthening community one life at a time, from infants to seniors. The Y creates spaces where individuals can learn and grow together.

The Annual Support Campaign guarantees that no one is ever turned away due to the inability to pay. Think about it. Your efforts will allow us to say yes to a single parent, “yes” to a struggling teen, “yes” to an under resourced senior, “yes” to a struggling family. In a world full of “no”, we say YES! And you are the reason.

Thank you for giving your time and talent to make our community stronger. For rolling up your sleeves to help build a better “us”.



CONTACT INFORMATION & TIMELINE

Annual Campaign Chair (Lead Champion)

Paul Plattner
Colliers International
Association Board

2018 Annual Campaign Goal (I know it's a lot but together we can reach this goal)

\$1,547,000

Support Team (call them, they can help)

Frederick Riley (P) 513.362.2010
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Chief Advancement Officer

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Director of Development

Timeline



CHAMPION RESPONSIBILITIES

As a Champion, your role is to advocate by calling on donors and raising contributions. Every Champion is vital so start by:

- **GIVING.** Your pledge sets the stage for your ask.
- **PLANNING.** Identify donors, evaluate list with the Executive Director, and ask for more if the list is short.
- **LEARNING.** Become familiar with the Y's programs and think about your own Y experience.
- **ASKING.** Contact donors, and be sure to ask if their company has a matching gift program. This is best if face-to-face.
- **FOLLOWING UP.** After you ask, follow-up by telephone, e-mail, or letter if you have not received an answer.
- **ENGAGING.** If possible, consider making the ask over lunch, coffee, or at a Y event.
- **REPORTING.** Submit pledge and gift reports to your staff liaison weekly. This should include donor's name, the amount, when to expect their gift, and if they require a pledge reminder.
- **THANKING.** Send a note or make a phone call to thank your donors for their support.

YMCA Mission

The mission of the YMCA is to put Christian principals into practice through programs that build a healthy spirit, mind and body for all.

Our Cause

At the Y, strengthening community is our cause. Every day we work side-by-side with our neighbors to make sure that everyone,

regardless of age, income or background, has the opportunity to learn, grow and thrive.

Areas of Focus

Youth Development – Nurturing the potential of every child and teen

Healthy Living – Improving the nation’s health and well-being

Social Responsibility – Giving back and providing support to our neighbors

community

- 100% of your gift goes directly to people in need of support
- Health and wellness opportunities were available to over 7,000 older adults through the Silver Sneaker program
- The Y provided over 426,000 nutritious meals and snacks to children, with over 84,000 meals provided in summer when children are more at risk to face hunger

Community Impact

- The YMCA supports the health and well-being of over 132,000 individuals of all ages and races, and from all walks of life in positive, enriching programs through 14 activity branches, and Y Camp Ernst, our resident camp
- Everyone is included regardless of their ability to pay
- Membership dues and program fees provide only a part of the resources needed to fulfill our mission – your gift will sustain the Y’s good work in your

STORYTELLING IS KEY

When talking about the Y, remember that:

CORE MESSAGES open the door

FACTS showcase need and impact

STORIES AND PICTURES bring it to life

Making the choice to give a gift is a personal one. The Ask should be personal as well. Before you invite someone to invest in the Y, take time to listen to their interests as well as their concerns for the overall community. Listening is crucial to learning how best to engage them in the cause of the Y.

Sharing stories of impact is very powerful. Don't be afraid to combine core messages, facts and stories when asking someone to give.

At the Y, the impact of your gift is felt when...

- An inner city youth learns to swim and ride a bike at Camp Ernst
- A kindergartner comes to school ready to learn because he attended a Y early learning program
- A young man who has recently lost his father is now paired with a YMCA mentor
- A student's grades improve because she had help with her homework through one of the Y's 73 afterschool program sites
- A student at CHL had the opportunity to be a "Student Engineer" and create their own toy race car while learning about simple machines and what engineers
- A mother of a child with autism hears her child say "mommy" for the first time because of the Y's Autism Learning Center at Clippard YMCA.
- A teen spends the weekend touring colleges, because he will be the first in family to graduate high school thanks to the Y's Achiever's program
- Kids have a safe place to go after school and in the summer
- A teen adds "lifeguard training" and "camp counselor" to his resume
- A child living in a food desert has her only hot, nutritious meal of the day
- A young man with Down's syndrome plays on a basketball team for the first time

FAQ

How is the Y strengthening my community?

At the Y, we believe that a community focused on healthy living, youth development, and social responsibility is better equipped to exercise its true potential and have a greater, positive impact on society.

How can I be helpful in supporting the cause?

We're asking every member and friend of the Y to give a little of themselves to help make our effort stronger. Whether you share your skills, offer your time, or write a check, it multiplies the power we have to lift up our communities.

What percentage of the funds raised go directly to programs?

100%. Income from program and membership fees cover the Y's operating costs, program delivery, and membership services. This allows the Y to use all donations to help ensure that everyone, regardless of age, income, or background, has the opportunity to participate.

I already am a YMCA member and pay monthly dues. Why should I donate?

Membership fees cover only \$1 out of every \$3 it costs to run the Y. That's why we look to philanthropic support to move our community forward.

Why should I give to the Y if I am not a member?

Your contribution to the Annual Campaign supports our efforts to help the young people of our community to learn, grow, and thrive. Each day we partner with our community to ensure that our children are equipped for success in school and life. Our impact goes far beyond the walls of our facility, but is present at over 70 partner sites and over 20 school districts throughout Greater Cincinnati and Northern Kentucky.

Do I need to give my donation in full right now?

You have a number of options when making a gift:

- Make a one-time gift by cash, check, or credit card by mail or online at www.myy.org
- Pledge your commitment to the Y and pay any time before the end of the year (if you'd like, we can send you a reminder).

What credit cards does the Y accept?

The Y accepts Master Card, Discover, Visa, and American Express.

Is my gift tax deductible?

Donations to the Y are tax-deductible and all donors will receive a receipt of their contribution for tax purposes. By federal law, no goods or services can be provided by the Y in return for a donation.