CAMPAIGN HANDBOOK

YMCA OF METROPOLITAN FORT WORTH

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GETTING TO KNOW THE YMCA

The YMCA of Metropolitan Fort Worth is a dedicated organization that puts Christian principles into action. Our programs are designed to foster a healthy spirit, mind, and body for all individuals in our community.

Our Mission: The mission of the Y is to put Christian principals into practice through programs, services and relationships that build a healthy spirit, mind and body for ALL.

Our Vision: At the YMCA of Metropolitan Fort Worth, our vision is to be the market leader in providing transformative experiences that strengthen families. We strive to create a lasting and meaningful impact on the lives of those we serve.

We channel our efforts into three core areas, recognizing that nurturing the potential of kids, promoting healthy living, and fostering social responsibility are fundamental in building stronger communities.

1. **Youth Development:** Through our youth programs, children learn essential life skills such as sharing, sportsmanship, leadership, and self-expression. We empower confident kids today, setting them on a path to become contributing and engaged adults tomorrow.
2. **Healthy Living:** As an inclusive organization, the YMCA brings together individuals and families of all abilities. Through our programs and resources, thousands in our communities receive the support, guidance, and tools they need to achieve greater health and overall well-being for their spirit, mind, and body.
3. **Social Responsibility:** The strength of our community is built on the generosity of volunteers and the support of public and private donors. Working hand in hand with our neighbors, we ensure that everyone, regardless of age, income, or background, has equal opportunities to learn, grow, and thrive. Together, we make our community a better place for all.

We are proud to serve our community, driven by the dedication and support of our volunteers, donors, and partners. Thank you for joining us on this journey of making a positive difference in the lives of individuals and families.

WHAT IS THE ANNUAL CAMPAIGN?

The YMCA Annual Campaign serves as the lifeblood of our organization, sustaining our mission and impact. It thrives due to the unwavering commitment of our dedicated volunteers.

Each year, we unite with a shared purpose: to secure charitable donations from compassionate individuals, companies, foundations, and community organizations. **These invaluable funds play a vital role in ensuring that no one is ever left behind,** regardless of their financial circumstances.

Our aim at the YMCA of Fort Worth is to raise the support needed to provide life-enriching programming and financial assistance for youth, families, and seniors within our community.

WHY HAVE AN ANNUAL CAMPAIGN?

The YMCA's Annual Campaign serves a crucial purpose, rallying dedicated volunteers to raise funds that provide life-changing opportunities for low-income youth, teens, adults, and families. These funds provide financial assistance, ensuring that everyone, regardless of their financial circumstances, can access the YMCA's programs.

The significance of the Annual Campaign continues to grow each year. Contributions to the campaign make it possible for the Y to offer enriching programs and services that have an impact on the lives of the people we serve.

The Annual Campaign provides an incredible opportunity for community volunteers to make a lasting difference in the lives of others. Through their dedicated participation and generosity, volunteers help sustain and expand the YMCA's unique programs, which serve as a cornerstone of support for our community.

While the funds raised in the campaign are vital, it's important to note that the Annual Campaign encompasses more than just financial contributions.

The primary objectives of the campaign are:

- Increasing the involvement of lower-income youth, teens, and traditionally underserved families.
- Providing subsidy for program development to address critical needs of local youth, teens, and families.
- Cultivating a broad base of support among organizations and individuals who recognize the YMCA as a vital asset to the community.
- Educating the community to become advocates for the YMCA's mission, programs, and values of caring, honesty, respect, and responsibility.

Together, through the Annual Campaign, we can create a brighter future for our community, ensuring that everyone has the opportunity to thrive and reach their full potential.

STEPS FOR SUCCESS

To maximize the impact of your time, talent, and energy invested in the YMCA Annual Campaign, we recommend following these proven steps:

1. MAKE YOUR OWN DONATION FIRST

Lead by example and make a personal donation to the campaign. By doing so, you set the foundation for confidently approaching others and asking for their support.

2. ATTEND A CAMPAIGN ORIENTATION

Participate in a comprehensive orientation session where you will gain a deeper understanding of the YMCA's mission and the vital significance of the Annual Campaign. This is an excellent opportunity to request specific prospects for the campaign and practice effective gift solicitation techniques.

3. ATTEND BRANCH KICK-OFF EVENT

Join our dedicated team of volunteers to celebrate the official Kick-Off of the Annual Campaign. This event marks the beginning of an exciting journey toward achieving our fundraising goals.

4. VISIT YOUR PROSPECTS FACE-TO-FACE

While phone calls and emails have their place, the most impactful approach is meeting your prospects in person. Face-to-face meetings reinforce the campaign's importance and urgency, allowing you to effectively convey the YMCA's story and the significance of the campaign's purpose. Take the opportunity to present the campaign brochure and engage your prospects in a meaningful conversation.

5. WORK ALL YOUR PROSPECTS

Set a weekly goal to actively work and report on at least five pledge cards. Consistent and diligent effort will contribute to the overall success of the campaign.

6. ATTEND CAMPAIGN CHECK-IN EVENTS

Participate in campaign events that bring together campaigners like yourself. These events foster an environment for sharing results, exchanging ideas, and celebrating success stories. Additionally, raising funds for others not only supports a worthy cause but also brings fulfillment to your own heart.

7. REACH YOUR GOAL

Our collective aim is to achieve goal before the Victory Celebration. We encourage you to secure sufficient gifts to reach your individual goal and assist your team in reaching its overall target.

8. ATTEND THE VICTORY CELEBRATION

Join our exceptional team of volunteers in a celebration of a job well done. The Victory Celebration recognizes the collective efforts that have made a significant difference in our community.

By following these steps, you will contribute to the success of the YMCA Annual Campaign, helping us transform lives and create a positive impact for those we serve.

RESPONSIBILITIES OF A CAMPAIGN ADVOCATE

Throughout the year and especially during Annual Campaign, we rely on our volunteers to be ambassadors and champions of our mission. This is achieved through sharing our stories, communicating our impact, connecting people to our cause and providing them the opportunity to give back to their community by volunteering and donating. As a valued team campaigner, your role is essential in driving the success of the YMCA Annual Campaign.

To fulfill your responsibilities effectively, consider the following guidelines:

- **Immerse Yourself in YMCA Knowledge:** Take the initiative to learn as much as possible about your YMCA. Familiarize yourself with its mission, programs, and the impact it has on the community. This knowledge will strengthen your ability to effectively communicate the importance of the Annual Campaign.
- **Lead by Example:** Demonstrate your commitment by becoming a contributor to the campaign before you start reaching out to others. By setting an example through your own giving, you inspire others to do the same.
- **Embrace Personal Connections:** Recognize the power of personal interactions. Make an effort to personally visit your prospects whenever possible. A face-to-face meeting can make a significant difference in conveying the significance of the campaign and building a deeper connection.
- **Attend Campaigner Orientation:** Participate in the Campaigner Orientation, which offers valuable insights into the campaign's goals, strategies, and best practices. This orientation equips you with the necessary tools and knowledge to be a successful campaigner.
- **Engage in Campaign Events:** Actively participate in key campaign events such as the Campaign Kick-Off, Mid-Campaign Celebration, and Victory Celebration. These events provide opportunities to connect with fellow campaigners, celebrate milestones, and foster a sense of camaraderie and motivation.
- **Ask for a Meaningful Gift:** When making your ask, ensure that you request a sufficient contribution. Do not underestimate the generosity of individuals or their capacity to give. By asking for a meaningful gift, you can maximize the potential impact of their contribution.
- **Be a "Goal Buster":** Embrace the role of a "Goal Buster" by enthusiastically pursuing your campaign goals. Take initiative, go the extra mile, and exceed expectations. Your dedication and determination will inspire others and drive the success of the campaign.

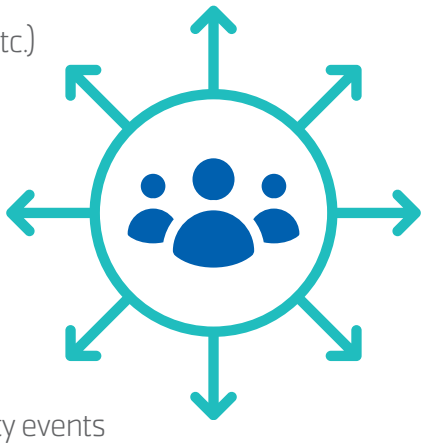
By embracing these responsibilities, you will play a significant role in making a positive impact through the YMCA Annual Campaign. Your commitment and passion are valued and greatly appreciated.

CIRCLES OF INFLUENCE

We all have a Circle of Influence. Think of the areas of your life where you may identify someone who would be willing to join our cause and support the Y as a volunteer or a donor. Your Circle of Influence are YOUR prospects!

Suggested Influences:

- Colleagues
- Members of civic groups
- Church friends
- Doctors or lawyers
- Your school
- Your child's school
- Insurance provider
- Volunteers at other non-profits
- Company decision makers
- The Y (members, volunteers, etc.)
- Banks
- Neighbors
- Family & Friends
- Hair salon
- Chamber/board
- Local/small business owners
- Realtors
- Fellow attendees at community events



We encourage you to list 20 people who are included in your Circle of Influence:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

A GUIDE TO MAKING A SUCCESSFUL ASK

1. KNOW THE STORY: Immerse yourself in understanding the YMCA and the purpose of the Annual Campaign. Take the time to thoroughly review campaign materials and attend the Campaigner Orientation. This will equip you with the knowledge needed to answer potential questions from prospects.

2. ASK YOUR BEST PROSPECT FIRST: Start with your most promising prospect to build early success and boost your confidence for future asks.

3. PLAN EACH ASK: Prepare a clear outline of the points you want to cover during your ask. Determine the amount you will request the prospect to consider giving in support of the YMCA.

4. MAKE A PERSONAL ASK: In-person visits tend to yield larger gifts. Whenever possible, meet with prospects in their homes, offices, or over lunch to discuss the YMCA's campaign. Use the telephone primarily for scheduling appointments, and utilize letters primarily for expressing gratitude.

5. TELL WHAT THE YMCA IS DOING: Effective gift solicitation involves storytelling. Your role is to share the impactful story of the YMCA, followed by making your ask. Tailor your message to align with the prospect's interests, emphasizing areas such as childcare, teen programs, family programs, or camps. Encourage your prospect to share their own YMCA story or explain why they believe in the YMCA's importance. Many individuals resonate with the YMCA values of caring, honesty, respect, and responsibility.

6. BE PROUD TO BE A CAMPAIGNER: As a volunteer, you play a crucial role in helping the YMCA fulfill its mission. Emphasize that your ask is not for personal gain but on behalf of youth, teens, families, and others who benefit from the YMCA's programs. Mention that you have already made your own gift, sharing the amount if appropriate. Demonstrating your commitment can be influential and encouraging.

7. ASK FOR A SPECIFIC AMOUNT... AND AIM HIGH: When making the ask, be specific about the amount you are requesting. People are generally not offended when asked to give more than they can afford or choose to contribute. Similarly, individuals often do not give more than the amount they are asked to consider. When discussing financial contributions, connect the impact to people and programs, illustrating how these funds benefit individuals and enhance program offerings.

PEER-TO-PEER FUNDRAISING

Creating a peer-to-peer fundraising page is one of the most powerful ways you can extend your impact beyond your own gift. When you invite friends, family, and colleagues to give alongside you, you help amplify the YMCA's work in our community and introduce others to a cause that matters deeply to you.

This step does not replace your personal contribution, nor does it take the place of active campaigning. Instead, it gives you an easy, meaningful way to open the door for others to join you.

By taking a few minutes to create your page, you turn your passion into momentum—multiplying support for the YMCA's programs, families, and neighbors who rely on us every day. The steps below will walk you through how to get started.

Peer to Peer Giving

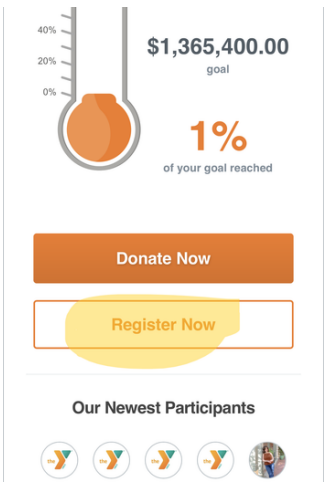
https://secure.qgiv.com/event/ymca2026p2p/

Views will look different depending on whether you are using a phone or computer

1. Select Register Now (see photo below)
   a. On a computer, the button will appear on the right side of the page, below the thermometer,
   b. On a mobile phone, scroll to the bottom of the page to locate the Register Now button
2. Choose your specific campaign/branch.
3. Click Next
4. Fill out the required personal fields including your goal.
5. You will need to select a password to visit your peer-to-peer page.
6. Once your page is set up, navigate to it and you can easily share it via Facebook or email to start raising support!
7. Need sample messaging? Visit the following page for social media communication examples.

a. computer

b. mobile device



DONOR OPTIONS

Cash or Check: Please attach cash or check payments to the donation card provided and submit them to your local branch within 48 hours. Your prompt submission ensures efficient processing and allocation of your generous contribution.

Credit Card/EFT: For the convenience and security of our donors, we encourage setting up payment methods through online giving. Simply visit our website to securely set up your preferred payment method. https://secure.qgiv.com/for/everydaygiving

Donation Options: We offer flexible options for donors to set up their payments. You can choose between making a one-time payment or setting up recurring payments on a monthly or quarterly basis. This flexibility allows you to customize your contribution plan according to your preferences and financial capacity. You can even set up recurring gifts online: **https://secure.qgiv.com/for/everydaygiving**

Matching Gifts: Did you know that your donation to the YMCA may be eligible for matching gifts from your employer or retiree program? Many companies offer this generous benefit, which can double or even triple the impact of your contribution. Visit our website at: **www.ymcafw.org/donate** to access Double Your Donation, where you can search for company matching gift programs. Don't forget to obtain the appropriate forms from your human resources department to initiate the matching gift process. Reach out to your Community Executive for assistance with your Matching Gift.

Donations of Stock: In addition to traditional payment methods, we also accept gifts of stock, which can provide valuable tax benefits to the donor. If you are interested in making a gift of stock, please reach out to the development department at 682.493.4451 or give@ymcafw.org. We will guide you through the process and provide the necessary information for a smooth stock donation.

We are grateful for your support & generosity!

THE TRIANGLE SOCIETY

In keeping with the Y's tradition of long-term partnership, the Triangle Society also recognizes donors who express an outgoing intention to support the Y for three or more consecutive years. This reflects a spirit of continued commitment.

LEVELS OF GIVING: (annual renewable gift)

Visionaries: $30,000 and above
Trustees: $15,000 to $29,999
Founders: $10,000 to $14,999
Benefactors: $5,000 to $9,999
Patrons: $3,000 to $4,999
Fellows: $2,500 to $2,999
Champions: $1,500 to $2,499

Benefits of Triangle Society Membership: As a valued member of the Triangle Society, you will enjoy exclusive benefits that bring the YMCA mission to life and provide unique opportunities for engagement. These benefits include:

1. **Witnessing the Y Mission in Action:** Gain firsthand insight into the impact of your support by participating in unique opportunities to witness the YMCA mission in action. Experience the transformative power of our programs and witness the positive change your contributions bring to individuals and communities.
2. **Interacting with Triangle Society Members:** Engage and connect with fellow Triangle Society members, including the area's top business leaders and philanthropists. Join us for exclusive Triangle Society Receptions, where meaningful conversations and collaborations take place among like-minded individuals passionate about making a difference.
3. **Recognition and Display Items:** Enjoy well-deserved recognition as a distinguished member of the Triangle Society. Your commitment to the YMCA will be acknowledged on our donor recognition displays, honoring your dedication and generosity.

By joining the Triangle Society, you become a catalyst for ensuring the Y's mission becomes a reality for years to come. Your steadfast support enables us to continue empowering individuals, strengthening communities, and making a lasting difference in countless lives.

DONOR RECOGNITION

At the YMCA, we deeply value and appreciate the generosity of our donors. To express our gratitude, we have established a donor recognition program to honor their contributions.

The following recognition opportunities are available:

1. **Written Thank You Card:** All donors will receive a heartfelt thank you card from the YMCA, expressing our sincere appreciation for their support.
2. **Chairman's Roundtable:** Donors who contribute $1,000 or more can be recognized as esteemed members of the Chairman's Roundtable (CRT). Each CRT donor will be acknowledged with a personalized banner prominently displayed within a local YMCA for the entirety of the following year. This recognition highlights their exceptional support and dedication to our cause.

These recognition opportunities aim to express our profound appreciation for the commitment and generosity of our donors. Their contributions play a vital role in enabling the YMCA to continue serving our community and making a positive impact in the lives of individuals and families.

CAMPAIGN ADVOCATE RECOGNITION

As a dedicated volunteer campaigner, your role is crucial to the success of the Annual Campaign. We deeply value your commitment and contribution, and to honor your exceptional efforts, we have established a comprehensive recognition program for all our volunteers.

Throughout the calendar year, volunteers who achieve their Annual Campaign goal will be recognized and celebrated at our branches. This recognition serves as a testament to your outstanding dedication and commitment to making a positive impact in our community.

The Individual Campaigner Awards could include:

1. **Campaigner of the Year:** This esteemed award recognizes the campaigner who has demonstrated exceptional leadership, outstanding fundraising skills, and a remarkable commitment to the YMCA's mission.
2. **Major Gift's Campaigner of the Year:** This award celebrates the campaigner who has made significant strides in securing major gifts, making a substantial impact on the campaign's success.
3. **Rookie of the Year:** Presented to an outstanding new campaigner who has shown exceptional enthusiasm, dedication, and impressive results in their first year of participation.
4. **Spirit of the Annual Campaign:** This award honors a campaigner who embodies the true spirit of the Annual Campaign, displaying unwavering passion, resilience, and a profound belief in the YMCA's mission.
5. **Campaign Chair Award:** Recognizing the campaigner who has provided exceptional support and leadership in their role, fostering a collaborative and motivated campaign team.
6. **Heart of the Campaign Award:** This special award is presented to a campaigner who has touched the hearts of donors and volunteers alike through their genuine compassion, empathy, and personal connection to the YMCA's cause.

Your efforts are transformative and contribute to building a stronger and more vibrant community.

SAMPLE CAMPAIGN EMAIL

SUBJECT LINE: Your Support Makes Kids Safer, Families Healthier, and Our Community Stronger

Dear [Recipient's Name],

Right now, families in our community are counting on the YMCA to be a place of safety, belonging, and opportunity and your support helps make that possible.

At the Y, donations do more than fund programs. They protect children, strengthen families, and ensure that seniors and older adults remain active, connected, and supported at every stage of life.

Your gift helps us keep kids safe through life-saving water safety and drowning prevention programs, especially critical as more families rely on our pools for recreation and instruction. It also supports family health initiatives that address childhood obesity by providing education, connection, and access to healthy habits that last a lifetime.

Just as importantly, your generosity invests in the future of our youth. From Preschool and Afterschool programs to Summer Camps and leadership experiences like Youth and Government, the YMCA creates spaces where kids learn resilience, confidence, and purpose. These skills shape who they become long after the program ends.

At the same time, your generosity plays a vital role in supporting older adults. The YMCA is often one of the few places where seniors can combat isolation, build friendships, and care for their whole health—physical, mental, and social.

This work is made possible by dedicated staff and volunteers who believe deeply in the potential of every individual. But it is sustained by donors like you who choose to stand with the YMCA and our community when it matters most.

I invite you to make a gift to the YMCA today. Your support directly fuels programs at the [INSERT NAME OF BRANCH] and ensures that cost is never a barrier for a child or family who needs us.

Thank you for being part of a community that believes in showing up, giving back, and building a stronger future—together.

With gratitude,
[YOUR NAME}

SAMPLE ANNUAL CAMPAIGN SOCIAL

Below are 5 social posts YOU can use when sharing or amplifying Y messages. Consider including a picture of YOU or your family enjoying a YMCA program or volunteer event. Each post includes:

- A core impact message (ready to post as-is)
- A clearly marked optional personal add-on section volunteers/campaigners can customize
- A consistent call-to-action back to ymcafw.org/give

These are ideal for LinkedIn, Facebook, and longer-form Instagram captions.

1. Youth Development & Belonging

The YMCA is more than a place kids go—it's a place where they are seen, supported, and encouraged to grow. Through afterschool programs, mentoring, camps, and leadership opportunities, the Y helps young people build confidence, character, and a sense of belonging that lasts well beyond childhood. When we invest in youth, we invest in the future of our entire community.
👉 Support youth development at ymcafw.org/give

Optional "Why I give" add-on:
I give because I've seen how a safe, supportive environment can change a young person's path.

2. Access & Financial Assistance

At the YMCA, no one is turned away because of their financial situation. Scholarships and financial assistance ensure families can access swim lessons, childcare, camps, and wellness programs—services that support safety, stability, and opportunity.
This commitment to access is what makes the YMCA a true community safety net.
🤝 Help keep programs accessible: ymcafw.org/give

Optional "Why I give" add-on:
I give because access to health, safety, and belonging shouldn't depend on income.

3. Water Safety & Lifesaving Skills

Drowning is preventable—and the YMCA is leading the way in water safety. Each year, thousands of children and adults learn essential swim and safety skills at the Y, many through scholarship-supported programs.
These lessons don't just build confidence—they save lives.
💙 Support water safety programs at ymcafw.org/give

Optional "Why I give" add-on:
I give because swim lessons are about more than swimming—they're about survival.

SAMPLE ANNUAL CAMPAIGN SOCIAL CONTINUED

4. Healthy Living & Community Well-Being

The YMCA supports healthy living at every stage of life—from seniors improving mobility, to families building healthy habits together, to individuals finding community and connection through wellness programs.

A healthier community starts with a place that welcomes everyone.

🏃‍♀️ Strengthen community health at ymcafw.org/give

Optional "Why I give" add-on:

I give because I believe everyone deserves the opportunity to live a healthier life.

5. Local Impact, Lasting Change

When you give to the YMCA of Metropolitan Fort Worth, your support stays local—strengthening children, families, and neighborhoods right here in our community. Every gift helps create safe spaces, trusted programs, and lasting impact across generations.

This is how strong communities are built.

📍 Give where it matters most: ymcafw.org/give

Optional "Why I give" add-on:

I give because I want my support to make a difference close to home.

SAMPLE ANNUAL CAMPAIGN LETTER

Dear [Recipient's Name],

On behalf of our local YMCA, I invite you to join us in changing lives and strengthening our community, bringing the transformative power of the YMCA to all members of our community, regardless of their financial circumstances. As a dedicated volunteer of the YMCA, I have personally witnessed the profound impact it has on the lives of youth and families in our community.

At the YMCA, our mission is rooted in the belief that everyone deserves access to life-enriching programs and services. However, we recognize that not everyone has the means to afford or access these valuable resources. That's why the YMCA's Annual Campaign plays a vital role in uniting YMCA staff, volunteers, and compassionate community members like yourself in raising the necessary funds to make these programs accessible to those who need them most.

Your support will enable us to continue providing critical programs and services to individuals and families facing financial challenges. By contributing to our Annual Campaign, you are directly impacting the lives of local children and families, empowering them to thrive and reach their full potential. It's important to note that 100% of your donation goes toward providing direct support, and all funds raised remain in our community, benefiting our neighbors and friends.

As our community grows, so does the need for assistance for youth and families who aspire to participate in YMCA programs. Your generous contribution will make it possible for us to continue fulfilling our mission and serving those in need.

Thank you for considering a commitment to join us in this shared purpose. Your involvement helps ensure the YMCA remains a place where everyone has the chance to belong, to thrive, and to make a difference.

With heartfelt gratitude,
Sincerely,
Your Name Here, YMCA Volunteer