



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



YOUR Y. OUR MISSION. ONE COMMUNITY.

2025 ANNUAL CAMPAIGN
CARLISLE FAMILY YMCA

Campaigner Handbook

For a Better Us.®

Know the **CARLISLE FAMILY YMCA**

The Y develops personal growth, enhances family values and provides community service through programs available to all. We serve people of all faiths, races, abilities, ages and income and turn no one away for inability to pay. The strength of the organization lies in the people it brings together. Local needs are met through organized activities called programs. Your Y works to promote strong children and families, good health, a solid community and a better world.

HISTORY

The YMCA movement was founded in London in 1844. The first YMCA in the USA was established in Boston in 1851. Your Carlisle Family YMCA was organized in 1859. Over the years your YMCA has benefited from widespread community support and enjoys an extraordinarily good reputation. We are a charitable, not for profit organization, qualifying under Section 501 (c) 3 of the U.S. Tax Code.



ANNUAL CAMPAIGN: WHY DOES IT MATTER?

The Annual Campaign provides critical funding to the Carlisle Family YMCA, supporting programs, services and financial assistance. Dedicated staff and volunteers work collaboratively on the campaign to secure charitable donations from individuals, companies, foundations and other community organizations. Last year our Annual Campaign provided support to thousands of people across our community. With the generous support of volunteers and staff like you, we are creating opportunities for all.

HOW DOES IT WORK?

Volunteers and staff join together to share their "Y Story" with everyone in their networks: friends, family, colleagues, fellow members, businesses and program participants. Through their efforts, they share the impact the Y makes each and every day on the lives of their neighbors in our region and invite others to join us in supporting our charitable cause.

Benefits of the COMMUNITY

WHY GIVE TO THE Y?

- » To provide financial assistance to those who cannot afford to pay for programs or membership fees. No one is turned away for services.
- » 100% of your gift is used for financial assistance and program subsidies.



Your Role as a CAMPAIGNER

1. Learn as much as you can.

Positively share the mission of the Y and stories to family, friends, business associates and prospective donors. Communicate to the significant impact our Y has on the quality of life in the communities we serve.

2. Set a goal for yourself.

Make a list of people you can reach out to and ask for donations.

3. Make your own generous gift first.

It is much easier to contact others and you are much more effective after making your personal commitment.

4. Celebrate and share your success.

Report your successes and challenges to your team leads weekly via email.

5. Approach the campaign as you would any important business project.

Use proven practices that lead to success, set weekly goals and see them through. The success of the Y depends on your work.

6. Tell the Y story with enthusiasm.

It is a great tale to share. Anyone can give to this campaign at the level they are comfortable with. Telling the story that you know up close and personal will help others understand the mission work we do. Their perception of the Y's work is based on how you present the story for their gifts. Let your belief in and passion for the Y's work spark your prospects interests.

7. Don't forget to ask.

Once you tell others your story or a story you have witnessed, all you need to do is invite them to support the Y as you do. They want to make an impact and will support your passion of the story. Most people don't give because they haven't been invited to make an impact.

Sample SCRIPT



THINGS TO REMEMBER

- » Just tell your story and connect it to the Annual Campaign's impact.
- » People don't give because they haven't been invited to give. They want to make a difference and help, we just need to do the ask.
- » Being asked to give is a chance for someone to feel good and do good. To feel best prepared, try to answer the following questions in your response:
 - » Why do I volunteer or work for the Y? Why do I give?
 - » What benefits have I received from the Y? What is the best part of the Annual Campaign?

Tell Your Story and "MAKE THE ASK"

What would the community be like if the Carlisle Family YMCA didn't exist?

Think about who would be impacted. Our babies, our preschoolers, our teens, adults, families and seniors. We are a place where ALL are welcome. We teach so many so much. Our programs are endless.

- » What is your story?
- » Why do you volunteer for the Y?
- » Why do you work for the Y?
- » What makes the Y special?
- » What have you personally done to change someone's life?
- » What have you witnessed wherein you have seen others make a difference and changed a person's trajectory? Maybe you made an impact on this person.
- » What is the story you can retell to make others want to help and make impact just like you did?

Find that story.

Know your pitch and just share the mission of the Y and invite others to join. That is how you ask for a gift. That is how you get others to join in our mission and help with the Annual Campaign to invest in our community. We are all here to make our community a better place. To leave it better than when we arrived. We want to leave a mark.

CAMPAIGNER PROSPECT WORKSHEET

Neighbors

- 1 _____
- 2 _____
- 3 _____

Y Members & Volunteers

- 1 _____
- 2 _____
- 3 _____

Vendors & Businesses

- 1 _____
- 2 _____
- 3 _____

Friends

- 1 _____
- 2 _____
- 3 _____

Friends

- 1 _____
- 2 _____
- 3 _____

Organizations & Clubs

- 1 _____
- 2 _____
- 3 _____

MY NAME _____

Work Associates

- 1 _____
- 2 _____
- 3 _____

Past Donors & Supporters

- 1 _____
- 2 _____
- 3 _____

Customers & Clients

- 1 _____
- 2 _____
- 3 _____

Others

- 1 _____
- 2 _____
- 3 _____

Sample EMAIL

To: Yourfriend@email.com
From: You@email.com
Subject: Make a Difference/Carlisle Family YMCA

Dear XXX,

Start by sharing your Y story or why you support the Y. Your role at the Y.

At the Y, 1 out of every 5 of our members are on financial assistance for membership and/or program fees. By donating today, you can help more kids participate in youth sports or learn to be safe around water. You can help families find a place to unplug together or you can help children be safe within the walls of our Y on a daily basis. We host blood drives, coat drives, food drives and often collect items for Community Aid. As you can see, our work in the community is not finished.

As we raise funds for our Annual Campaign, we turn to you for support. A meaningful gift will help us meet our goal of \$100,000. Please consider a pledge by May 31, 2025 to be included in the 2025 Annual Campaign. The need is real, and YOU can make a difference. Invest in our community, donate today to the Carlisle Family YMCA. I've made my donation; can I count on you to make one too?

Your donation can be a pledge which does not need to be paid until August 31, 2025. Please consider helping by making a pledge now. The link to pledge is carlislefamilyymca.org/donate/

Feel free to reply to this email and let me know your preference. If you have any questions, please do not hesitate to contact me. I look forward to hearing from you and keeping you informed about the work we are doing in the community.

Yours In Service,
Your Name
CARLISLE FAMILY YMCA

YOUR TEAM

WHAT IS THE ROLE OF CAMPAIGN CHAIR AND TEAM LEADER?

The Annual Campaign Co-Chairs are volunteers who work with the team leader (this is the staff who leads the Annual Campaign). They do all the things that campaigners do, as well as lead the teams to attain their goal. During the Annual Campaign the Campaign Co-Chairs (Volunteers) and the Team Leader (Staff) are a resource for all of their team members. They help orchestrate effective contacts with potential donors, communicate updates to all team members and provide encouragement and support.

Campaign Co-Chair:	_____	Contact Info:	_____
Campaign Co-Chair:	_____	Contact Info:	_____
Team Leader:	_____	Contact Info:	_____

Campaign CALENDAR

* Check-In Meetings should be facilitated by Fundraising Manger and Annual Campaign Co-Chairs.

March 4

Campaign Kick-off

March 20

Report Check-In

April 3

Report Check-In

April 17

Report Check-In

May 1

Report Check-In

May 15

Report Check-In

May 25

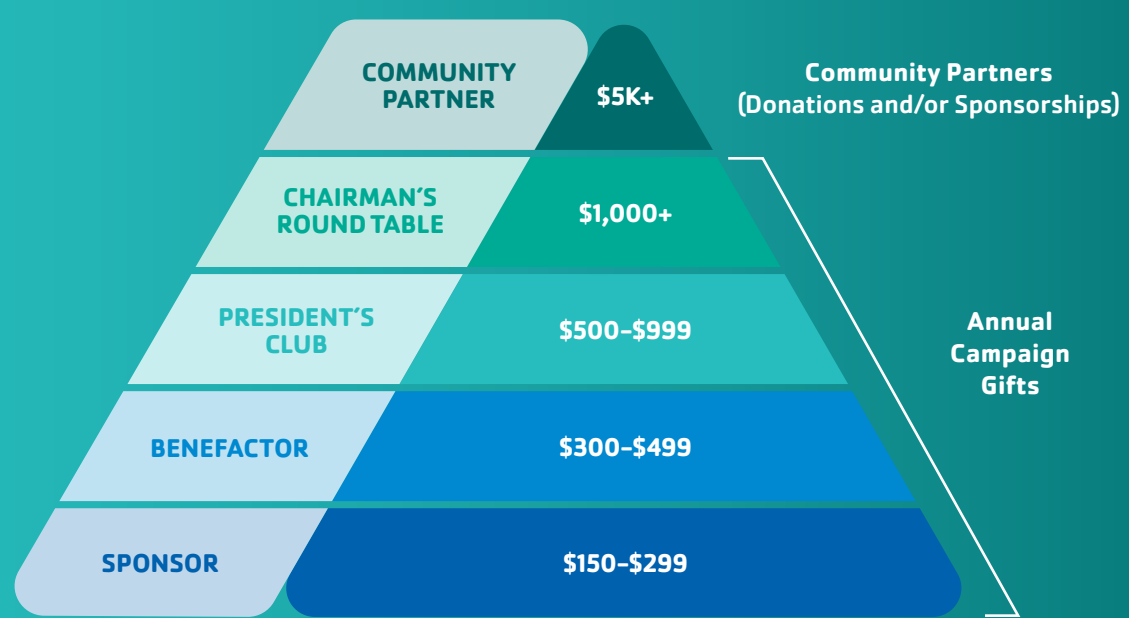
Final Check-In/Wrap Up

May 31

Campaign Closes

August 31

Pledge Payment Due



CATEGORY	DONOR LEVELS
Annual Campaign Gifts	Supporter (\$1-\$149)
	Sponsor (\$150-\$299)
	Benefactor (\$300-\$499)
	President's Club (\$500-\$999)
	Chairman's Round Table (\$1,000+)
Community Partners (Donations and/or Sponsorships)	\$5,000+

Make your message personal

Know what you are doing and "Why the Y"

Know your prospective donor

Go after your best contributor first

See your prospects in person

Team up – try to bring someone along for support

Tell what the Y is doing – talk about the impact

NEED TO REACH SOMEONE?

acornwell@carlislefamilyymca.org

EMAIL US

Amanda Cornwell, Fundraising Manager • acornwell@carlislefamilyymca.org

Reed VanDerlyke, Annual Campaign Co-Chair • rvanderlyke@stricklerins.com

Greg Bishop, Annual Campaign Co-Chair • greg.bishop@volvo.com

IMPACT

Nearly
8,917

members are part of the
Carlisle Family YMCA



9,659

pounds of clothing, etc.
donated for Community Aid

242

volunteers brought the Y's
mission to the community

499

children enrolled
in summer camp

1,491

children attended
swim instruction