



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YOU ARE Y

YMCA of Greater Omaha Campaigner Handbook

**STRONG
COMMUNITIES**
Annual Support Campaign



YMCA OF GREATER OMAHA • www.metroymca.org

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**More Campaigner resources are available at:
metroymca.org/campaigner-zone**

IN IT TOGETHER

Thank You.

First and foremost, thank you in advance for your time and effort in supporting the 2017 Strong Communities Campaign. Together, we truly can strengthen the foundations of community. Without you, there is no Y.

Campaign Impact

Your support throughout the campaign makes it possible for the YMCA to ensure that no one is turned away due to financial circumstances. The Y is for **all**. Annually, our campaign supports thousands of youth, families and individuals in our community, helping them learn, grow, and thrive with the use of our programs. More importantly, in sharing the Y's story, you are strengthening the cause and mission of our organization.

Campaigner Handbook

The materials in this handbook and the training you receive will enable you to be successful in meeting and exceeding your campaign goals. In addition, your YMCA staff and volunteer teams are available to provide support and answer questions. **Find more resources at metroymca.org/campaigner-zone.**

A GREATER IMPACT

Mission

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

Achieving More

The YMCA is so much more than a gym. It's a cause, dedicated to youth development, healthy living, and social responsibility. The Y is committed to early learning, water safety, community wellness and more, through programs that are made accessible to all thanks to the Strong Communities Campaign.

CAMPAIGNER: DESCRIPTION OF RESPONSIBILITIES

A SUCCESSFUL CAMPAIGNER WILL...

1. Make a personal gift that is meaningful based on your capacity to give.
2. Attend meetings, workshop, and campaign events; a great way to meet people & connect through our cause!
3. Think about your connection to the Y. Share your Y story and why you care with potential donors.
4. Secure gifts from at least 4 donors.
5. Communicate weekly and report to Team Captain about pledges secured or prospects that declined.
6. Personally thank donors.
7. Work within the established campaign structure and procedures.

A SUCCESSFUL TEAM CAPTAIN WILL....

1. Make a personal gift that is meaningful based on your capacity to give.
2. Recruit your team.
3. Organize and secure 100% attendance at meetings with Campaigners.
4. Assist in training Campaigners.
5. Develop a sense of group identity and facilitate team effort through meetings and fostering group dynamics.
6. Provide motivation and support to Campaigners and keep in touch with them throughout the campaign.
7. Secure meaningful and personal gifts from Campaigners (campaigners who haven't already pledged).
8. Secure attendance by Campaigners at victory events.
9. Work within the established campaign structure and procedures.

A SUCCESSFUL DIVISION LEADER WILL...

1. Make a personal gift that is meaningful based on your capacity to give.
2. Recruit Team Captains when appropriate.
3. Organize and secure 100% attendance at meetings with Team Captains.
4. Coach Team Captains to ensure the full recruitment of campaigners.
5. Develop a sense of group identity and facilitate team effort through meetings and fostering group dynamics.
6. Provide motivation and support to Team Captains and keep in touch with them throughout the campaign.
7. Secure meaningful and personal gifts from Team Captains (campaigners who haven't already pledged).
8. Assist Team Captains in securing attendance at victory events.
9. Work within the established campaign structure and procedures.

TIPS FOR A SUCCESSFUL CAMPAIGN

- **Make your pledge first.** The most important thing a campaigner can do to be successful is to make their own gift first. It is much easier to ask prospective donors to give to a cause you have also given to.
- **Know your YMCA.** Be familiar with how the YMCA is using the campaign funds. Be able to interpret the campaign and the need for it. Know the facts and figures and relate to your prospect's personal interests.
- **Attend a Training.** These sessions are designed to help campaigners feel comfortable asking people to support the YMCA. In addition, we will provide you with the tools to be successful.
- **Attend Campaign Events.** Campaigner trainings, the Kickoff party, and Celebration event are great opportunities to meet other campaigners, learn more about Y programs, and create a sense of teamwork among our volunteer community! The collective effort of our volunteers is recognized and celebrated at these events.
- **Plan your approach.** What is the potential donor's relationship to the YMCA? What concerns do they have about the community or youth? What interests do they have? Include information on programs that the donor might consider giving to. Know your donors past giving to the Y. Plan how much you will ask them to give or increase their previous pledge amount.
- **Share your Y Story.** Share your own involvement with the YCMA and the impact it has had on you or your family. Share stories detailing the Y's positive influence in our community, found in the campaign brochures.
- **Pledge Card Etiquette.** Do not leave pledge cards with donors. Cards left with donors are rarely turned in. Instead, offer to return at a later time if they want to think about it. Don't forget to let donors know they can pay their pledge in installments. For most people, paying \$100 over 5 months is much easier than a one-time gift of \$500.
- **Focus on people, not dollars.** When proposing a level of support, ask for the donor to consider connecting the donation to a program and/or number of people that would benefit from a gift. For example, ask the donor to consider sending 10 children to summer camp for a week, rather than asking for \$1000. Keep it focused on people, not dollars.
- **Ask about matching gift programs.** Ask your donor if their employer offers a matching gift program. This could double the size of their support.
- **Thank your prospects and donors.** Every campaigner is encouraged to send a note of thanks to their donors. Even if you do not get a contribution, make a friend for the YMCA and thank them personally.
- **Communicate and Report.** On a weekly basis, communicate with your team Captain about pledges secured or prospects that declined.

YMCA of Greater Omaha

2017 Annual Strong Communities Campaign

Please use this preferred prospect form to list any donor prospects you wish to contact during the campaign. The names you list will go into our system for screening to avoid prospects being contacted by more than one campaigner.

Note: Returning campaigners will be assigned last year's prospects and should only list new prospects for 2017.

Campaigner Name: _____ Date: _____

YMCA Location: _____

(Please mark with* if prospect is YMCA Member)

5 INDIVIDUALS	NAME	ADDRESS	PHONE NUMBER	EMAIL ADDRESS
1				
2				
3				
4				
5				
2 BUSINESSES				
1				
2				

Please email (give@metroymca.org), fax (402-977-4299), or mail to:
Attn: Financial Development, 430 S. 20th Street, Omaha, NE 68102

HOW TO USE THE PLEDGE CARD

The pledge card is critical to the campaign operation. Please fill in each blank with your donors so that we have the most accurate information for our records. The information printed on pledge cards is used to recognize donors, send thank you notes, and mail tax receipts at the end of the year.

Completing the Cards:

1. Print the donor's name, address, phone number, and email address.
2. Print your name on the campaigner's name line so the gift will be credited to you and your team.
3. Ask if the donor's company matches gifts. If the company does match, ask about the process the company requires to match.
4. Indicate the donor's wishes to be recognized in printed material by filling in the "Donated by" section. A donor may wish to be anonymous.
5. Note billing instructions. For credit card charges please indicate: Visa, MasterCard, American Express, or Discover. Name, as it appears on the card, expiration date, security code, and card number.
6. Information may also be provided to donors who wish to include the YMCA in their planned giving.
7. All cards must be physically mailed or dropped off to the YMCA or to a YMCA staff member. Donors may also give electronically at metroymca.org/give.

I WANT TO SUPPORT MY Y

1. I PLEDGE THE FOLLOWING GIFT:

Monthly Gift*: \$100 \$50 \$25 \$15 \$10 OTHER _____

One Time Gift: \$5,000 \$1,000 \$500 \$250 \$100 OTHER _____

2. PAYMENT OPTIONS:

Charge my credit or debit card

VISA MASTERCARD AMERICAN EXPRESS DISCOVER

Card Number _____

Exp Date: _____ Security Code: _____ Total Amount: \$ _____

Cardholder Signature: _____

(*Monthly gifts will be automatically charged on the 3rd of each month.)

Check is enclosed (made payable to YMCA of Greater Omaha)

Please bill me

Monthly Quarterly Semi-Annually Other ____/____ (specific date)

3. DONOR INFORMATION:

Name _____

Address _____ City _____

State _____ Zip _____ Phone _____

Email _____

My employer will match my gift. Yes No I don't know, please check

Place of Employment _____

Donated by: _____

Please print donor name exactly as you wish it to appear on recognition materials

I would like my donation to remain anonymous.

Campaigner Name

YMCA Location

Please complete and return this card with your payment or pledge to the YMCA location of your choice. Thank you for your support!

DONATE ONLINE: metroymca.org/give

FREQUENTLY ASKED QUESTIONS

Q. WHAT IS THE DIFFERENCE BETWEEN A PROFIT AND A NONPROFIT ORGANIZATION?

A profit organization is founded with the goal of financial benefit for its owners and stakeholders. Fees are set up to make a profit over expenses and the money is returned directly to the owners. Profit organizations pay taxes on their revenues. A nonprofit organization has a mission that benefits the “greater good” of the community. It does not pay taxes, but it cannot use its funds for anything other than the mission for which it was formed. Fees for programs are set to cover costs, then, any remaining revenues after expenses are channeled back into the organization for the benefit of the members. When an individual makes a donation to a nonprofit, that donation is tax-deductible. Grants from foundations are generally only given to nonprofit organizations.

Q. HOW DOES THE Y QUALIFY TO BE A NONPROFIT?

the Y is a private, membership-based, volunteer-founded, 501c3, tax-exempt organization with no ties to any political or religious group. The Y qualifies to be a nonprofit because it is a charitable organization with the philosophy that no one is turned away because of an inability to pay. We provide financial assistance to those who need it, we keep our fees affordable, and we are accessible to anyone who wants to participate. The Y is one of the largest nonprofits in the world.

Q. WHAT DOES IT MEAN TO BE TAX EXEMPT?

Tax exempt means that we do not pay taxes on revenues, property, or other assets. The tax burden on nonprofits is reduced because we provide programs and services to people at a lower cost than the government can.

Q. I GIVE TO THE UNITED WAY. DOESN'T THE Y RECEIVE UNITED WAY DOLLARS?

We are proud to be a United Way agency and we partner with them on many programs. However, our allocation from United Way makes up less than one quarter of one percent of our overall revenue, and these funds are often allocated to specific programs not to financial assistance. Because these funds are not guaranteed from cycle to cycle, the United Way encourages us to continually develop alternative sources of funding.

Q. WHY SHOULD I DONATE TO THE YMCA? I ALREADY PAY MEMBERSHIP DUES.

Your dues only cover the costs of Y membership. Additional dollars are needed to subsidize programs and provide financial assistance. The YMCA needs your support in this campaign to reach into the community and provide safe, high quality, character building programs for all.

Q. ARE GIFTS TO THE YMCA TAX DEDUCTIBLE?

Yes, the YMCA is a 501c3 tax exempt organization. Charitable gifts to the YMCA are tax deductible to the fullest extent of tax laws.

Q. I AM NOT A MEMBER. WHY SHOULD I GIVE TO THE YMCA?

Your support is still needed. The YMCA provides meaningful opportunities for young people to grow into responsible adults, and provides every participant a safe and loving environment. The YMCA makes your community a better place to live and work.

Q. HOW WILL MY DONATION BE USED WITHIN THE YMCA'S BUDGET?

100% of the money raised throughout our Strong Communities Campaign stays in our community. Also, 100% of your donation is used directly to support subsidized programs and scholarships and no portion of the money is used for administrative costs.

CONTACTS

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