



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

2017 STRONG COMMUNITIES CAMPAIGN CAMPAIGNER WORKSHOPS

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Version 101



HOW DO WE SHARE OUR STORY?

<https://yexchange.org/Living-Our-Cause/Pages/default.aspx>

How do YOU share YOUR story?

TALKING ABOUT IMPACT

The Y Known and Unknown

**STRENGTHENING
COMMUNITY**

WHY DO WE HAVE A CAMPAIGN?

- **PROVIDES OPPORTUNITIES**
- **SHARE OUR Y STORIES WITH OTHERS**
- **CHANGE LIVES**
- **SUPPORT FAMILIES**
- **PILOT NEW PROGRAMS**
- **CREATES TRUST IN OUR ORGANIZATION**
- **HELP THOSE IN A TIME OF NEED**
- **BRINGS PEOPLE TOGETHER**
- **GIVES PEOPLE THE OPPORTUNITY TO GIVE BACK**
- **PROMOTES OUR CORE VALUES AND FOCUS AREAS**
- **POSITIONS US AS A CAUSE DRIVEN**

ORGANIZATION

- **MAINTAIN OUR STATUS AS A 501(C)(3)**
- **STRENGTHEN RELATIONSHIPS**
- **AVAILABLE TO ALL**
- **BUILDS PHILANTHROPY IN YOUTH**
- **SERVE OUR COMMUNITY**
- **OWNERSHIP OF THE Y'S MISSION**
- **INCREASES VOLUNTEERISM**
- **ENSURES A SENSE OF COMMUNITY**

YMCA OF GREATER OMAHA CAMPAIGN GOALS

- Help youth to build self-esteem, adventurousness, and social skills through summer camp
- Support adults affected by Parkinson's Disease to maintain balance & mobility and gain peer support
- Ensure our preschoolers gain in learning capacity in a nurturing environment
- Give cancer survivors strength and confidence in a supportive, encouraging environment
- Give teens a safe place to grow and learn how to overcome obstacles
- Teach youth important water safety skills that helps save lives

IDENTIFYING DONORS

- **YMCA PAST DONOR LIST**
- **PEOPLE OF POTENTIAL, IDENTIFIED FROM THE YMCA'S MEMBERSHIP AND PROGRAMS**
- **CURRENT AND PAST VOLUNTEERS WHO ARE ALREADY COMMITTED TO THE WORK OF THE YMCA**
- **YOUR FRIENDS, FAMILY, DENTIST, CLERGY, HAIR STYLIST, ETC**

WHO DO WE KNOW?

LET'S TAKE A FEW MINUTES TO JOT DOWN THE NAMES OF MEMBERS, PROGRAM PARTICIPANTS AND COMMUNITY MEMBERS THAT ENJOY THE Y.

WHO ARE THEY?

WHAT DO THEY CARE ABOUT?

HOW INVOLVED ARE THEY?

WHAT IS AN APPROPRIATE AMOUNT TO ASK FOR?

OVERCOMING BLOCKS

What are some of the blocks that we have about asking for donations face to face?

- Fear of rejection
- No previous experience in asking for a gift
- Don't want to feel obligated
- Self-conscious
- Others?

MAKING THE ASK

STAFF AND VOLUNTEERS OFTEN WONDER HOW TO PLAN FOR A PERSONAL VISIT WITH AN EXISTING OR POTENTIAL DONOR. HERE IS THE NATURAL FLOW OF A SUCCESSFUL VISIT.

- 1. GREETING.**
- 2. SHARE PURPOSE FOR THE VISIT.**
- 3. SHARE YOUR COMMITMENT.**
- 4. PRESENT THE PHILANTHROPIC OPPORTUNITY.**
- 5. DISCUSS/QUESTION AND ANSWER.**
- 6. ASK.**
- 7. WAIT.**
- 8. RESPOND TO CONCERNS AND QUESTIONS.**
- 9. THANK.**
- 10. CONFIRM.**

**GEORGE AND
MICHELLE**

ROLE PLAY!

WHAT YOU NEED TO KNOW

LOGISTICS/CAMPAIGN MATERIALS – CARA/MINDY

EACH ONE REACH ONE

Building sustainability for the campaign is paramount to its success for future years.

This year we have a challenge for you....



THANK YOU

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