



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
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**STRONG
COMMUNITIES**
Annual Support Campaign

**YMCA of Greater Omaha
Campaigner Handbook**

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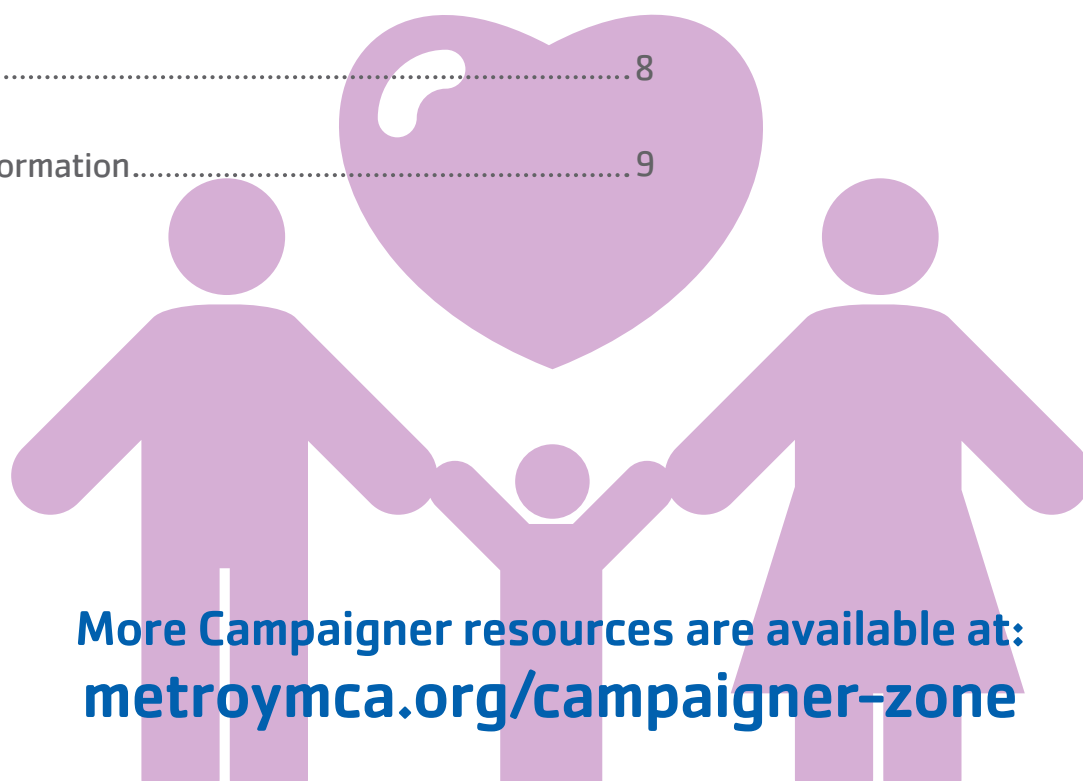
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More Campaigner resources are available at:
metroymca.org/campaigner-zone

HERE FOR GOOD

As a YMCA campaigner, I'm sure that you have a tie, some meaningful experience with our organization that inspires you to tell our story and invite others to support our cause. Some of you are staff, board members, location members, community leaders, some grew up in YMCA programs while others are new to our mission and are motivated by helping others. Regardless of your "why", we are grateful you have chosen to give your time with us, thank you.

The lingering impacts of COVID 19 can still be felt, even two years into the pandemic. Despite the challenges we are facing, we remain hopeful and confident in the generosity of our neighbors.

We've been following local and national trends and here are some key-takeaways as we continue our philanthropic work into 2022:

- **Maintaining Connections in an On-line World:** Humans are hungry for connection and community right now and effective nonprofit teams are focused on building strong, mutually beneficial relationships with their supporters as we co-exist with COVID over the next two years. Doing this doesn't need to be painful, expensive, or time-consuming. It just takes some focus and follow-through from dedicated volunteers like you.
- **Virtual Impact Meetings:** People are now more comfortable with video calls because they conduct business and see family on virtual platforms. Giving our supporters the option to meet in person or online, will make us more accommodating as we share our stories of impact and invite our donors to support our cause. We would encourage you to ask your donors what they prefer and find a solution that meets everyone's needs.
- **Secure Predictable Funding:** Can we invite our donors to consider monthly gifts? Any funding that is predictable and consistent is helpful to get through 2022 and beyond.
- **Stay Nimble:** Some non-profits continued to raise money, like the YMCA of Greater Omaha, and some even saw an increase in giving throughout COVID because they were nimble and able to continue to build relationships and be creative with programming.
- **Here for good, what it means to you:** As you prepare for this campaign season, take a few minutes to write down what "Here for Good" means to you as it relates to YMCA work. For example, the Y is here for young learners, here for cancer survivors, here for healthy lifestyles, here for our community and more.

While the YMCA's mission and the critical work we provide for our communities has not changed, the way we approach fundraising will need to be more intentional than ever. With the team of committed and passionate campaigners, including you, we know that we will continue to provide resources to those that need it most in our community.

Thank you for building community with us,

Tera Thomas

Vice President of Advancement, YMCA of Greater Omaha



IN IT TOGETHER

Thank You.

First and foremost, thank you in advance for your time and effort in supporting the 2022 Strong Communities Campaign! Together, we truly make a lasting difference in the lives of those we serve.

What is the Strong Communities Campaign?

The Strong Communities Campaign is a community-based fundraising effort to strengthen the quality of life for our children, families, and neighbors. Funds raised provide scholarships & free programs to those in need to ensure EVERYONE has access to high-quality, affordable programs that will enhance their life & community.

Campaigner Handbook

The materials in this handbook 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.**

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.

CAMPAIGNER: DESCRIPTION OF RESPONSIBILITIES

A SUCCESSFUL CAMPAIGNER WILL....

1. Make a meaningful, personal gift to the campaign.
2. Attend virtual or in-person meetings and campaign events; a great way to meet people and connect through our cause!
3. Think about your connection to the Y. Share your Y story and why you care in a variety of ways including virtually, in-person or online.
4. Secure gifts from at least 4 donors.
5. Communicate weekly and report to the Team Captain about pledges secured or prospects that declined.
6. Personally thank donors.
7. Work within the established campaign structure and procedures while embracing technology as another way to connect with our supporters.

A SUCCESSFUL TEAM CAPTAIN WILL....

1. Make a meaningful, personal gift to the campaign.
2. Recruit your team, also known as your Campaigners.
3. Organize and secure 100% attendance at virtual or in-person meetings with Campaigners.
4. Assist in training Campaigners which may take place virtually or in-person.
5. Provide motivation and support to Campaigners and communicate with them throughout the campaign.
6. Secure meaningful and personal gifts from campaigners (if they've haven't already pledged).
7. Secure attendance by campaigners at celebration events.
8. Work within the established campaign structure and procedures while embracing technology as another way to connect with our supporters.

A SUCCESSFUL DIVISION LEADER WILL...

1. Make a meaningful, personal gift to the campaign.
2. Recruit Team Captains when appropriate.
3. Organize and secure 100% attendance at virtual and/or in-person meetings with Team Captains.
4. Coach Team Captains to ensure the full recruitment of campaigners.
5. Provide motivation and support to Team Captains and communicate with them throughout the campaign.
6. Secure meaningful and personal gifts from Team Captains (campaigners who haven't already pledged).
7. Assist Team Captains in securing attendance at celebration events.
8. Work within the established campaign structure and procedures while embracing technology as another way to connect with our supporters.

A SUCCESSFUL CAMPAIGN CHAIR WILL...

1. Make a meaningful personal gift to the campaign.
2. Assist Executive Director in recruiting Division Leaders.
3. Assist in providing training to campaign volunteers.
4. Preside over virtual and/or in-person campaign meetings.
5. Promote attendance at the kickoff and celebration events.
6. Actively solicit major prospects during the campaign.
7. Provide motivation and support to Division Leaders and communicate with them throughout the campaign.
8. Motivate and monitor progress of the major campaign segments during the campaign.
9. Make periodic progress to the Board on the progress of the campaign and support the Executive Director.

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.
- **Why do you give?** Share your own involvement with the YMCA 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.
- **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 Campaign Events.** Campaign events 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? How are they comfortable meeting (by phone, in-person or virtual)? 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.
- **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.
- **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.
- **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.

DEVELOPING YOUR Y STORY

Storytelling has emerged as one of the most powerful methods for communicating the Y's cause and advancing critical efforts such as fundraising; engaging staff, members, boards & community representatives; and building a cause driven culture. Storytelling is a key technique that celebrates and reminds us to live our cause every day. As a YMCA volunteer, it is important that you can share your own story with people in the community. Below is a tool to help you think about and develop your own Y story. Fill out the prompts to help you articulate how the Y has made a difference in your life or someone you know, then practice with a friend. Give it a try!

• I've been involved with the Y since _____

• My first experience with the Y was _____

• Currently, at the Y, I _____

• I'm volunteering for this year's campaign because _____

• If you had just 30 seconds to share with someone what inspires you about Y work, what would you say?

• Share a Y story that you have found compelling _____

YMCA OF GREATER OMAHA

2022 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 2022.

Campaigner Name: _____ Date: _____

YMCA Location: _____

(Please mark with* if prospect is YMCA Member)

INDIVIDUALS	NAME	ADDRESS	PHONE NUMBER	EMAIL ADDRESS
1				
2				
3				
4				
5				
6				
BUSINESSES				
1				
2				
3				

Please email tthomas@metroymca.org 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 and phone number.
2. Don't forget the donor's email address! This is the most frequently used communication method with donors.
3. Print your name on the campaigner's name line so the gift will be credited to you and your team.
4. Ask if the donor's company matches gifts. If the company does match, ask about the process the company requires to match.
5. 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.
6. 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.
7. Information may also be provided to donors who wish to include the YMCA in their planned giving.
8. 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. DONOR INFORMATION:

Name _____
Address _____ City _____
State _____ Zip _____ Phone _____
Email _____
My employer will match my gift. ☐ Yes: Place of Employment _____ ☐ No
Donated by: _____
Please print donor name exactly as you wish it to appear on recognition materials
☐ I would like my donation to remain anonymous.
Signature _____ Date _____

Campaigner Name

YMCA Location

2. I PLEDGE THE FOLLOWING GIFT:

Monthly Gift*: ☐ \$100 ☐ \$50 ☐ \$25 ☐ \$15 ☐ \$10 ☐ OTHER _____
One Time Gift: ☐ \$5,000 ☐ \$1,000 ☐ \$500 ☐ \$250 ☐ \$100 ☐ OTHER _____

3. PAYMENT OPTIONS:

☐ Charge my credit or debit card
☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS ☐ DISCOVER
☐ Credit card on file (YMCA members only)
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)

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.

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.

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