

Heart of the Valley YMCA “Year of YES”

Annual Campaign Playbook



2026

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A LETTER FROM OUR CMAO

Dear Friends of the Heart of the Valley YMCA,

At the Heart of the Valley YMCA, our work is powered by people who choose to step forward for their community.

Every hour volunteered, every idea shared, and every contribution made helps create opportunities for families who rely on the Y. Through our “Year of YES” annual giving campaign, we are inviting our entire community to be part of that impact — ensuring that everyone has the chance to grow stronger in spirit, mind, and body.

When people engage with the Y, meaningful things happen.

Your presence helps tell the story of why the Y matters and invites others to become part of something bigger than themselves.

Your skills and leadership help us expand programs, strengthen relationships, and serve families in ways that are thoughtful and lasting.

Your generosity helps remove financial barriers so that children can learn, parents can find support, and individuals of all ages can access the resources they need to live healthier lives.

Because of the people who stand behind this mission, children are gaining confidence in the water, families are finding reliable childcare, young people are discovering their potential, and neighbors are building lasting connections.

The YMCA has always been a place where the community comes together to care for one another. During this Year of YES, we are reminded that progress happens when individuals choose to say yes to possibility, yes to opportunity, and yes to supporting the people around them.

Thank you for being part of the Heart of the Valley YMCA and for helping create a stronger, more connected community.



Ginny Langbehn

Chief Mission Advancement Officer

INTRO TO ANNUAL GIVING

THANK YOU

First and foremost, thank you in advance for your time and effort in supporting the Heart of the Valley YMCA's 2026 Annual Giving campaign. Together, we truly can strengthen the foundation of our local community.

THE ANNUAL CAMPAIGN

The Annual Campaign provides critical funding to the Heart of the Valley YMCA, supporting our 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 families across our community, awarding more than \$350,000 in subsidized memberships and program fees. With the generous support of volunteers and staff like you, we are creating opportunities for all.

CAMPAIGN IMPACT

Your support with the Annual Campaign is what makes it possible for the Y to ensure that no one is turned away due to the inability to afford our services. Annually, the campaign supports thousands of local youth, families, and individuals through character building Y programs that help them learn, grow, and thrive. More importantly, through your sharing of the Y story, you are perpetuating the cause and mission of our organization.

CAMPAIGN PLAYBOOK & RESOURCES

We hope that the materials in this manual and the support that you receive from Y staff will give you the tools necessary to be successful in meeting or exceeding your goals. Find more resources at YMCAhuntsville.org/annual-campaign-resources or scan the QR code below.



- Annual Giving Brochure and Pledge Card
- Annual Campaign Playbook
- Email and Letter Templates
- Phone Call Script & Additional Resources

ANNUAL CAMPAIGN OVERVIEW

ABOUT THE Y

The Y is a powerful association of men, women, and children joined together by a shared commitment to nurturing the potential of children, promoting healthy living, and fostering a sense of social responsibility. We believe that lasting personal and social change can only come about when we all work together to invest in our community.

OUR MISSION

To put Christian principles into practice through programs that build healthy spirit, mind, and body for all.

ROLE OF THE ANNUAL CAMPAIGN

At the Y, we believe we have something special – a sense of community – and that everyone should have access to it along with the programs and services that help us reach our full potential.

While we strive to keep our values-based programs and associated fees affordable, we know that during difficult times some individuals and families need assistance. Each year, through the Annual Campaign, generous donors provide the financial resources that make it possible for the Y to ensure no one is turned away based on their ability to pay.

The Annual Campaign is the YMCA's primary vehicle for raising charitable gifts from members and the community, but it is more than just a fundraising tool. A successful campaign does more than raise money; it fosters a culture of philanthropy – a fundamental understanding among everyone involved that the Y is a charitable organization and philanthropy is essential to its mission.

EVERY GIFT MATTERS

As part of the national YMCA's culture of philanthropy, volunteers all over the country come together to support their local Y and to raise funds for individuals and families in need. All donations, large or small, help provide outreach and assistance to support our youth, seniors and families of all types. These donations stay in our community and have direct impact on local need.

WHO IT HELPS

One hundred percent of Annual Campaign contributions go back into our local community. The campaign makes it possible for children, families, seniors, neighbors and others to benefit from Y programs and memberships, regardless of their financial circumstances.

OUR GOAL

\$350,000

DID YOU KNOW?

WHY YOUR SUPPORT OF HEART OF THE VALLEY YMCA MATTERS

COMMUNITY REACH

- 27,000 people across Madison County were served by the Y in 2025.
- Nearly 1 in 10 households in our community connect with the Y through programs, membership, or outreach.
- 100% of your donation goes directly to support families and individuals who benefit from Y programs.

ACCESS FOR ALL

- 7,111 families and adults received financial assistance last year, ensuring no one was turned away for inability to pay.
- \$354,000 was provided in scholarships in 2025, making childcare, swim lessons, youth sports, and wellness accessible FOR ALL.

YOUTH DEVELOPMENT

- 2,616 swimmers of all ages taught life-saving safety skills around the water.
- 614 kids attended summer camp—building friendships, confidence, and resilience.
- 583 children served and cared for weekly through YMCA Afterschool.
- 1,825 children learned core values like teamwork and respect by participating in youth sports.

HEALTHY LIVING

- Seniors find connection through group exercise and outreach programs, reducing isolation.
- Home to inclusive wellness programs, welcoming individuals of all abilities.

SOCIAL RESPONSIBILITY

- Through specialized programs, outreach, and partnerships, the YMCA provides thousands of essential services each year.

WHY GIVE?

- Your gift is an investment in people, not just programs or buildings.
- Every dollar stays right here in Huntsville and Madison, strengthening our community.
- Supporting the Y means helping children learn, families thrive, and neighbors live healthier, more connected lives.

Every gift—no matter the size—creates opportunities, removes barriers, and changes lives.

YOUR ROLE AS A VOLUNTEER

CAMPAIGNER CHECKLIST

- ☐ **MAKE YOUR OWN PLEDGE FIRST**
After making a personal gift, it is much easier to ask someone else to join you to do the same. A campaigner's pledge demonstrates commitment and belief in the YMCA.
- ☐ **ATTEND CAMPAIGN EVENTS**
Be active in campaign training sessions, kickoff events, and campaign meetings. You'll meet other campaigners, learn more about YMCA programs, receive important campaign tools and information, and celebrate success by hearing from individuals whose lives you are helping change.
- ☐ **VISIT YMCA PROGRAMS**
Witness firsthand the YMCA mission and programs funded by the Annual Campaign. Talk to staff and ask questions. It will be easier to tell others about the programs when you can share a personal experience.
- ☐ **ONLY ASK PEOPLE ON THE LIST IF THEY ARE ASSIGNED TO YOU**
Assigning campaigners to donors ensures that an individual is only contacted by one volunteer. If you're contacting donors on our primary call list, please only contact those for whom you are the assigned campaigner. Email giving@YMCAhuntsville.org if you would like to add someone to your list.
- ☐ **PERSONALLY VISIT YOUR PROSPECTS**
People give to people. It takes time to ask face-to-face, but it is far more effective and rewarding than asking by phone, email, or social media. By making time for a personal visit, you demonstrate genuine interest in a prospective donor. It's also important to discover what motivates each donor to give. By appealing to their particular interest, you are more likely to secure a favorable response and a larger gift.
- ☐ **ASK YOUR BEST PROSPECTS & LAST YEAR'S DONORS FIRST**
You'll gain momentum and confidence with an early yes!
- ☐ **ONCE A PLEDGE IS MADE**
Confirm the pledge, verify contact information and thank the donor. Turn in pledge cards promptly and communicate any roadblocks to the Development team. Campaign progress is reported out regularly.
- ☐ **MAKE FRIENDS FOR THE YMCA**
Not everyone will choose to give, but you shared the great work that the Y does in our community. Thank the prospect or previous donor for their time and consideration.
- ☐ **PERSONALLY THANK YOUR DONORS**
Always follow up with a personal thank you note. Donors feel very passionate about their charitable giving, and often have a personal connection to the Y. In your note, try to recreate the feeling the donor had when making the gift.
- ☐ **KNOW WHAT YOU ARE DOING AND WHY**
A positive, confident attitude is the first and most important step. Be clear about your own commitment, be yourself, and speak from the heart.

CAMPAIGN CALENDAR

IMPORTANT CAMPAIGN AND BRANCH EVENT DATES

February 25, 2026	Annual Campaign Kickoff: Stovehouse
March 3, 2026	“Day of Giving” in Conjunction with Y-USA
March 4–8, 2026	“My Y Week” in Local Y Branches
March 25, 2026	Staff & Leadership Campaign Training
March 26–April 4	Community Volunteer Recruitment
April 9–10, 2026	Community Volunteer Training
June 7, 2026	Volunteer Appreciation & Summer Celebration with Trash Pandas
Date TBD (Fall 2026)	End-of-Year Annual Campaign Recognition Event

DAY OF GIVING – TUESDAY, MARCH 3, 2026

The annual “Day of Giving” kicks off “My Y Week” in each of the Heart of the Valley YMCA branch locations.

The Day of Giving is hosted in conjunction with the national YMCA Day of Giving and serves as the formal kickoff of the community phase of our local Annual Campaign. Each branch focuses on special activities throughout the day and publicly declares the annual fundraising goal for its location.

YMCA CAMPAIGN LEADERSHIP TEAMS

YMCA VOLUNTEER LEADERSHIP

2026 Annual Campaign Chair

PeggyLee Wright, Board of Directors

ASSOCIATION DEVELOPMENT TEAM

Chief Mission Advancement Officer

Ginny Langbehn

ginny.langbehn@YMCAhuntsville.org

Director of Grants & Impact Funding

Kamilah Torres

kamillah.torres@YMCAhuntsville.org

Director of Business Partnerships

Hillary Parker

hillary.parker@YMCAhuntsville.org

Director of Marketing & Communications

Jennifer Dykes

jennifer.dykes@YMCAhuntsville.org

BRANCH LEADERSHIP TEAM

Southeast Family YMCA

Barry Martin, Vice-President, Operations

barry.martin@YMCAhuntsville.org

Hogan Family YMCA

Colby Flack, Executive Director

colby.flack@YMCAhuntsville.org

Downtown Express YMCA

Bev Capps

bev.capps@YMCAhuntsville.org

Early Childhood Education Centers

Erin Ledet

erin.ledet@YMCAhuntsville.org



For general questions, contact us at giving@YMCAhuntsville.org

THE PLEDGE FORM

The donor pledge form is critical to the campaign operation. Every effort is made to ensure that there is only one form per prospect. Volunteer campaigners may request a certain donor's pledge form, but should not make any solicitations until getting approval from staff. This is done to ensure that each prospect only gets solicited once.

Gift Information

Verify and record the donor's gift/pledge amount. Verify the branch to which the donor is allocating their gift.

Donor Information

Verify the donor's name, address, phone number and email address. If the donor's preferred recognition name is different from the donor information, please make note of that here.

Payment Options

Please confirm and record the donor's preferred payment method, schedule, and/or when they would like to receive an invoice.

For credit card charges when no card is on file, donors will need to make their gift online, or they will be contacted by a staff member to obtain payment information.

Verify whether the donor's employer matches gifts and if they would like more information regarding planned giving.

Authorization

Finally, please obtain the donor's signature to record their commitment.

Submitting Your Pledge Cards

Please submit the pledge cards you have collected to your Y branch leadership team on a weekly basis, at a minimum. Staff-level campaign champions and branch leadership will report weekly campaign progress to the development team and Y executive leadership, so submitting your pledges promptly is critical.

WAYS TO GIVE

DONATION METHODS

- An outright gift of cash, check or credit
- A pledge to be paid at a later date and/or schedule of your choosing
- A pledge to be paid through installments or at the same time as your YMCA membership draft

We kindly request that all pledges be paid on or before December 31, 2026.

Cash or Check

Attach to pledge card and turn into the branch within 48 hours. Checks should be made payable to Heart of the Valley YMCA.

Credit Card/EFT

YMCA members have the option to draft their pledge along with their YMCA membership using the payment method on file. Both members and community donors may divide their total gift into monthly or quarterly installments or select a specific month to draft the full amount. (Processing fees may apply.)

Making a Pledge

A pledge does not require one-time payment to the Y. Most supporters will give more over a period of time if they are able to make a pledge. A generous gift of \$1,200 becomes \$100 per month, or \$300 per quarter.

Matching Gifts

The Y is eligible to receive matching gifts which can double or even triple contributions made by an individual donor. If there is a matching opportunity through someone's employer, please instruct the donor to obtain the appropriate forms from the Human Resources department at their place of employment.

Donations of Stock

We accept gifts of stock, mutual funds, bonds, annuities, securities, and more which often provide tax benefits to the donor. For more information or to facilitate a gift of this kind, please contact to our Chief Mission Advancement Officer at giving@YMCAhuntsville.org.

PEER TO PEER

Join us in making a difference through peer-to-peer fundraising. Invite your friends and family to support our cause and watch your collective impact grow!



To have your friends join you in supporting Heart of the Valley YMCA, have them text GIVEYMCA to 53555, and they'll be linked directly to the contribution website.

SHARING OUR STORY

WHY SHARE?

As a YMCA volunteer, your voice matters! When you share the Y's story, you help raise awareness of our mission, inspire others to join, and strengthen support for programs that change lives.

WHAT YOU CAN SHARE

- General Impact Facts – from Y flyers, emails, social posts, fact sheets, or financial assistance or program statistics – e.g., “Did you know the Y taught more than 2,600 young swimmers life-saving skills for safety around the water last year?”
- Your Personal Y Story – why you volunteer, what the Y means to you.
- Public Y Events or Campaigns – e.g., Campaign Kickoff, Volunteer Training, Summer Celebration
- Approved Photos & Posts – feel free to reshare Heart of the Valley YMCA social media posts or use graphics provided by Y staff.

FINANCIAL ASSISTANCE STATISTICS *Through Dec. 31, 2025



Afterschool Childcare & Early Childhood Education

\$69,879



Aquatics

\$7,119



Membership

\$235,373



Community Wellness Programs

\$3,170



Camp Programs

\$30,488



Youth Sports

\$8,446

Total 2025 Community Impact Dollars: \$ 354,475

SHARING OUR STORY

WHAT TO AVOID SHARING

- Private Information – Don't share names, photos, or stories of children, families, or donors unless they have already been posted by the Y.
- Fundraising Numbers or Goals – Unless specifically shared by Y leadership.
- Internal Plans – Only promote what's been made public (campaign launches, new programs, ribbon cuttings, etc.).

HOW TO SHARE

- Social Media: Share or repost Y's official posts from Facebook, Instagram, or LinkedIn. Add a personal note like, "Proud to support my Y!"
- In Conversation: Mention a quick "Did you know?" fact when talking with friends, at work, or in the community.
- At the Y: If you're a coach, instructor, or event volunteer, share short announcements provided by staff.

WHEN TO SHARE

- During Y campaigns and campaign events
- When a new program launches (e.g., new wellness classes, summer camp registration).
- Anytime you see an official Y post you'd like to help amplify.

VOLUNTEER "PERMISSION SLIP"

You are encouraged to:

- Share your passion for the Y.
- Use the Y's public facts and stories.
- Repost anything from official Heart of the Valley YMCA accounts.

If you're ever unsure, just ask Y staff — we'll guide you!

Together, we tell the story of the Y.

Every share creates awareness.
Every awareness inspires action.
Every action matters.

SOLICITATION GUIDE

Relationship-based fundraising is the best way to raise funds for any cause. Personal contact allows you to share the need and invite donors to participate in the campaign and make a difference in their community.

OPEN

This is a great opportunity to ask how they're doing. Ask questions about their family, career or anything to get the conversation flowing. It is important to show that you care about them as a person to strengthen the relationship.

PRESENT

Transition the conversation by explaining your reason for reaching out. Present the campaign by using the materials. Highlight areas that you may think are important to the potential donor. This is also a great opportunity to discuss what the Y means to you.

REQUEST

After reviewing campaign materials, discussing the needs of the campaign and answering questions, invite the person to financially support the campaign through a pledge (commitment over the course of a year), or a one-time donation. This should be presented as an invitation and opportunity to join you in supporting the vision of the campaign. Make sure to verbalize their specific ask amount. Here is an example request, but make it your own!

"Your gift to the Y's Annual Campaign can make life-changing differences for kids and families right here in our community. Would you consider making a gift of \$_____ to provide opportunities for under-resourced local families?"

WAIT

After making the request pause and wait for the person to respond. It is important to let them digest the request and then for the donor to speak first.

RESPOND

Tailor your response based on the person's answer. Below are a few examples:

"Yes, I would like to make a gift at the requested amount, thank you for the opportunity."

➤ Thank the donor, have them complete the pledge card, and return the pledge card.

"I would like to think about this request and get back to you."

➤ First, don't make assumptions as to why they need to think about it. Reasons are varied and across the board. Give them time to decide, ask to touch base again in one week.

"We would like to make a gift. But not at the requested amount."

➤ Be respectful, as there may be a reason they cannot give as much this year. Ask if there is an amount they would be more comfortable giving.

"We are not interested in giving to this campaign."

➤ "Thank you for letting me know that you are unable to contribute to the campaign. If things change in the future, please let us know. Thanks for your time and consideration."

KEYS TO SUCCESS

VISIT YMCA PROGRAMS

Witness firsthand the YMCA mission and programs funded by the Annual Campaign. Talk to staff and ask questions. It will be easier to tell others about the programs when you can share a personal experience.

MEET PROSPECTIVE DONORS FACE-TO-FACE

People give to people. It takes time to ask face-to-face, but it is far more effective and rewarding than asking by phone, email or social media. By making time for a personal visit, you demonstrate genuine interest in a prospective donor. It's also important to discover what motivates each donor to give. By appealing to their particular interest, you are more likely to secure a favorable response and larger gift.

SHARE THE YMCA STORY

Communicate the story and the case with enthusiasm and passion! Share your Y story or stories of others to demonstrate community needs and what benefits their gift will provide. Utilize YMCA staff to help you tell the story.

AIM HIGH, BE SPECIFIC

When the time is right, ask for a specific amount and focus on services — "Will you send a child to a week of summer camp for \$150?" If the person has donated in the past, encourage an increase in this year's gift. "Thank you for last year's gift of \$100. Would you consider sending a child to a week of summer camp for \$150 this year?" Also, consider asking for a monthly donation. These gifts can be given in smaller monthly increments, but overall will make a big impact- example, \$100 per month over 12 months = \$1,200 gift.

The #1 reason people don't give? They are not asked!

VETERAN CAMPAIGNER

Help grow the Y's impact and take the extra step to ask for an increased gift. Thank the donor for their previous gift and explain how an increased contribution can make a greater impact.

ASK ABOUT MATCHING GIFTS

Ask the donor if his or her employer has a matching gifts program. If so, be sure to contact your staff liaison, and they will follow up with them. For a gift to be matched, a payment must be made out to Heart of the Valley YMCA. All organizations have to prove the gift is going to a 501(c)(3) charity for their audits.



SUPPORTING DOCUMENTS

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FREQUENTLY ASKED QUESTIONS

WHAT IS THE YMCA?

The YMCA is a not-for-profit, human service organization funded by membership and program fees, contributions from YMCA friends, corporations, foundations, and grants. The YMCA operates day camps, family programs, youth programs, senior programs, childcare, community outreach sites, afterschool sites, and more.

IS THE YMCA A CHARITABLE ORGANIZATION?

Yes. Heart of the Valley YMCA is a not-for-profit organization classified by the Internal Revenue Service as a 501(c)(3) corporation. Based on that designation, all contributions to the YMCA are considered tax-deductible.

WHAT IS THE ANNUAL CAMPAIGN?

As a nonprofit dedicated to strengthening the community, the Y must raise charitable funds. The Annual Campaign is the primary fundraising vehicle in the Annual Giving strategy for raising these funds, which ensure all community members have access to the Y. Volunteers and staff are committed to this cause because of their shared belief that for the community to succeed, everyone must be given the opportunity to be healthy, confident, connected, and secure.

I ALREADY PAY MEMBERSHIP DUES; WHY SHOULD I GIVE TO THE Y?

Membership dues cover operating costs such as staff wages, building maintenance and repair, new equipment, and much more. Your dues do not support additional costs for outreach programs and financial assistance for the less advantaged. The YMCA needs your support to reach into the community and provide safe, high-quality, character-building programs for all. By contributing to the campaign, vital programs we offer to meet our mission are available at no cost or reduced cost to those who need them the most.

DOES THE MONEY RAISED THROUGH THE ANNUAL CAMPAIGN STAY LOCAL?

Yes. When you give to the Y, your gift has a meaningful, lasting impact right in our own community. All donations to Heart of the Valley YMCA and our branches directly support our local communities.

WHY SHOULD I GIVE TO THE Y? I'M NOT A MEMBER.

Your support is just as important. As a member of this community, you benefit by having a strong YMCA in your neighborhood. Everything the Y does is in service of making us – as individuals and a community – stronger. Generous donors to the Annual Campaign are why thousands of local kids have the support they need to stay on track in school, grow as leaders, and learn how to contribute to BUILDING a better community.

Please email your branch staff or volunteer campaign leaders any time for assistance with questions.

MEMBERSHIP VS. DONATION DOLLAR

\$1 PAID FOR A Y MEMBERSHIP

Every dollar spent on membership helps the Y keep the lights on and provides services and programs to the community.

GROUP EXERCISE

**WELLNESS CENTER
& AQUATICS**

**YOUTH & FAMILY
PROGRAMS +
STAY & PLAY**

**DEVELOPMENT &
OPERATIONS**

\$1 GIVEN TO THE ANNUAL CAMPAIGN

Every dollar donated goes directly to make the Y possible for all who need help. No person is turned away for inability to pay.

YOUTH SPORTS

SWIM LESSONS

**WELLNESS &
ENRICHMENT
PROGRAMS**

**LIKE FIT TO FIGHT &
BEYOND THE BATTLE**

SUMMER DAY CAMP

**AFTERSCHOOL CARE &
EARLY CHILDHOOD
EDUCATION PROGRAMS**

**YMCA MEMBERSHIP FOR
UNDER-RESOURCED
LOCAL FAMILIES**

REMEMBER, IT'S ABOUT OUR IMPACT!



the **Y** YMCA

**TOGETHER,
WE'RE SAYING
YES
TO IMPACT.**

Heart of the Valley YMCA
YMCAhuntsville.org



the **Y** YMCA

**TOGETHER,
WE'RE SAYING
YES
TO FAMILIES.**

**Text GIVEYMCA
to 53555**



the **Y** YMCA

**TOGETHER,
WE'RE SAYING
YES
TO HOPE.**

**Text GIVEYMCA
to 53555**



the **Y** YMCA

**TOGETHER,
WE'RE SAYING
YES
TO CONFIDENCE.**

**Text GIVEYMCA
to 53555**

GROWING THE “ARMY OF THE ENGAGED”

This list will not be shared. It is a prompt for us to use over the next year when we think about the Y and sharing our story or inviting people to events. As you consider the following questions and groups, you'll realize there are people who have no awareness of your relationship to the Y.

Who are some friends at work?

Who have you spoken to about the Y that has had a genuine or enthusiastic response?

Who are some of your friends?

Think about the people you might mail a holiday card. Would anyone on that list like to know more about the Y?

ARMY OF THE ENGAGED

Who haven't you seen in a while?

Last call... Any other social circles you can think of? Church friends? Childhood friends?

Who would enjoy hearing stories of impact around these programs:

Youth Sports

Health, Wellness, Fitness (including Parkinson's, Personal Training, Weight Loss)

Family (including childcare, camps, scholarships)

Aquatics (including water safety courses)

Senior Membership

SAMPLE LETTER / EMAIL A

Dear [NAME],

First and foremost, thank you for your previous support of the Heart of the Valley YMCA Annual Campaign. We are extremely grateful for friends like you who give so generously so the Y is able to fulfill its mission of building healthy spirit, mind, and body for all.

Having the opportunity to play even a small role in helping the Y meet the ever-changing needs of Huntsville's most vulnerable children and families is personally very fulfilling, and I'm honored to be a part of this fundraising effort again this year. We have an extraordinary opportunity to ensure a brighter future for deserving youth, families, and individuals right here in our community, and I feel very strongly about the Y's ability to deliver change like no other organization can. This year, the [YMCA BRANCH NAME] is striving to raise \$100,000 for our Annual Campaign. Every dollar donated to this important cause is used to meet the greatest needs of our community and our Y. We are so fortunate that year after year, the Y's impact has been significant, but the reality is that the needs of our community are vast and continue to grow. In [2025 OR YEAR OF DONOR'S LAST GIFT], you generously gave \$[PREVIOUS GIFT AMOUNT], and we would be so honored if you would consider a gift again this year. With your help, the Y will be able to continue meeting the greatest needs of our community.

You can contribute by texting GIVEYMCA to 53555, or online at YMCAhuntsville.org/donate, or checks may be mailed to:

Heart of the Valley YMCA
c/o Annual Campaign
228 Holmes Ave., NE, 5th Floor
Huntsville, AL 35803

Additionally, if you wish to make a pledge that you can fulfill later on in the year, please let me know.

As always, thanks for your faithful support of the YMCA's mission.

With gratitude,
[NAME]

 You also have the option to include the fillable pledge card as an attachment to this email request template.

SAMPLE LETTER / EMAIL B

Dear [NAME],

LEAD WITH A SENTENCE OF PERSONAL SALUTATION, IF DESIRED.

On behalf of our YMCA, I would like to invite you to consider supporting our efforts in bringing the YMCA to all in our community, regardless of their ability to afford it. As a volunteer of the Y, I have seen how the Y is making a difference in the lives of youth and families in our community.

[CONSIDER ADDING A COUPLE OF SENTENCES ABOUT YOUR OWN PERSONAL INVOLVEMENT IN THE YMCA]

The YMCA strives to ensure everyone can benefit from YMCA programs and services regardless of their ability to afford or access those services. The Y's Annual Giving Campaign unites YMCA staff, volunteers, and generous community members in sharing Y stories and raising dollars needed to provide programs and services to those who need the YMCA most.

Please consider supporting our efforts in strengthening the community through the YMCA. As our area continues to grow, so does the need for youth and families that require assistance to participate in YMCA programs. Your consideration of financial support will make it possible for us to continue our mission of serving all in the community. In addition, 100% of your donation is used for direct support and all the funds raised stay in our community to support local kids and families.

Thank you in advance for your time and consideration of making a commitment to join our efforts to meet the needs of all in our community.

Sincerely,
[NAME]

SAMPLE FOLLOW-UP EMAIL

Dear [NAME],

As you may know, the Heart of the Valley YMCA is in its "Year of YES" Annual Campaign, and they need your support. While you can still give year-round, giving before [MILESTONE DATE] is especially important to help us reach [XX%] of our total \$350,000 annual goal by the deadline. The YMCA is an important resource to so many individuals and families who benefit from access to afterschool care, early learning, senior health and fitness activities, and more.

Financial assistance is important because it makes the Y accessible to everyone. When you give to the Y's Annual Campaign, you're helping your neighbors and community thrive. I choose to support the Y because it makes such a big difference in our area, and I hope you will too.

Please consider giving to support this cause at YMCAhuntsville.org/donate. 100% of your contribution will be used to meet the greatest needs of our community. And, no donation is too small. Every dollar truly makes a difference.

Thank you in advance!

Sincerely,
[NAME]

SAMPLE PHONE CALL SCRIPT

Good morning/afternoon/evening [DONOR NAME],
This is [NAME] with the [NAME OF YMCA BRANCH]. I am reaching out today because we are in the last few weeks of our Annual Campaign to raise money for scholarships and in the past you have generously helped us reach our goal. Scholarships help hundreds of community members by providing financial assistance to those in need. Many young children benefit from the financial assistance that they receive to be able to participate in youth sports, day camp, afterschool and many other programs. Would you be willing to renew your pledge to the Y this year?

IF THEY SAY 'YES'

Thank you so much! Your support is so meaningful to the families we serve and we are so grateful. Would you like for the Y to send you a pledge reminder with details about how you can fulfill your pledge?

Many will say 'Yes' and wrap up the conversation. Please make sure to record their response and gift amount on the donor pledge form. If they request a pledge reminder to be sent in a particular month or quarter of the year, please include that information as well.

Checks can be made out to Heart of the Valley YMCA and sent to:

**228 Holmes Ave., NE, 5th Floor
Huntsville, AL 35801**

If they prefer to give now, the online giving website is:
YMCAhuntsville.org/donate.

IF THEY SAY 'NO'

I understand. Thank you so much for your consideration and for your support in the past! I hope you have a great day.

➤ **Many prior donors will ask what they gave last year. You will have that information on the call list you receive from Association Development Team.**

NOTES

[illegible]