

# 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](https://YMCAhuntsville.org/donate), or checks may be mailed to:

Heart of the Valley YMCA  
c/o Annual Campaign  
228 Holmes Ave., NE, 5<sup>th</sup> 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](https://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]