

2025 Annual Campaign Champion's Guide



FIND YOUR REASON TO GIVE. FIND YOUR Y.

Every dollar you raise helps a child learn to swim, a teen find their potential, a family access healthy living, and a senior feel connected. You're fueling programs that strengthen our community and change lives for the better.

For a better us.®

YMCA OF THE INLAND NORTHWEST

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FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA of the Inland Northwest Fundraising Champion's Guide 2025

Welcome...

THANK YOU for being a Champion on behalf of the YMCA of the Inland Northwest's 2025 Annual Campaign. Your help, along with others, will provide funding for many quality programs and services in our community.

This Annual Campaign **Champion's Guide** will tell you a little more about the YMCA, this Campaign, how you can be an effective Champion, along with some answers to frequently asked questions.

Our Association goal for 2025 is \$558,500. Our Corporate Board goal for 2025 is \$200,000, one-third of the Association campaign. With your help we will exceed both!

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Campaign Leadership and Goals

Annual Campaign Goals

Central	\$ 65,000
Valley	\$ 62,000
North	\$ 60,500
Litehouse	\$ 40,000
South	\$ 40,000
RSVP	\$ 1,000
Camp Reed	\$ 45,000
Child Care	\$ 20,000
Sports	\$ 25,000
Corporate	<u>\$ 200,000</u>
Association	\$ 558,500

Campaign Executive

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Corporate Campaign Staff Contacts

Please contact any of these staff people for information and/or support in making your campaign calls as effective as possible:

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Important Dates

June 4 **Celebration** – Annual Campaign ends. Celebrate our success!

Case For Support & YMCA Facts:

1. The Y is a charitable nonprofit delivering impactful programs and services for all ages.
2. The Y is Spokane County's largest childcare provider and ranks in the top 5 for before/after school programs in Spokane and Bonner counties.
3. The Y is a major employer and a leading nonprofit employer of youth.
4. The Y is among the largest community-based nonprofits offering evidence-based, CDC-endorsed chronic disease prevention programs.
5. The Y leads in providing swimming lessons and Safety Around Water courses.
6. The Y is a top nonprofit USDA food program partner, ensuring tens of thousands of children get nutritious snacks or meals before and after school, during summer, and on school breaks, along with vital meals for seniors and families.
7. Last year, the Y served 362,633 meals and snacks to children in local childcare programs.
8. The Y provides all meals free to kids, regardless of family income. Depending on the program, this may include breakfast, lunch, and up to three snacks daily.
9. In 2024, the Y served around 900 children per month in Spokane County through childcare, early learning, ECEAP, and after school programs—excluding day and overnight camps. We expect to reach 1,100+ monthly in 2025.
10. In 2024, the YMCA served 31,362 program participants and members.
11. The YMCA awarded over 16,500 scholarships totaling \$440,000 for programs and memberships in 2024, primarily for youth.
12. Youth sports programs taught values, teamwork, and new skills to over 6,000 kids and teens.
13. Camp Reed gave 1,650 boys and girls a positive summer resident camp experience.
14. The YMCA provided licensed childcare daily at 20 sites for 1,500 children.
15. The Y delivered swimming instruction and aquatic programs to 6,700 youth and adults.
16. Over 965 seniors in the Retired and Senior Volunteer Program contributed 215,000 hours to 85 community organizations.

Donations from last year's Annual Campaign provided over 16,500 scholarships to families who experienced the positive effects of YMCA programs and activities. Our success will always be measured by the lives we touch.

CRITICAL SOCIAL ISSUES

The YMCA of the Inland Northwest is one of the most established community anchors in the region. As one of the longest-standing and most respected human-impact organizations in the community, we have a reputation as an organization that innovates and adapts to the changing social, demographic and economic landscape. There are many critical social issues that act as barriers to success for all types of people. The Y recognizes that its core strengths lie in prevention programs and services. The Y engages with strong intervention-based partners to expand our outreach to vulnerable and underserved populations. While preventative wellness, early childhood and school age youth development and recreation are core programs, the Y also works collaboratively to address health inequities, improved mental health and access to programs for low-income individuals and families.

STRATEGIC ADVANTAGES

1. Our People and Culture
2. Our Facilities and Amenities
3. Our wide variety of High-Quality Programs that allow us to truly serve all
4. Our Strategic Partnerships
5. Our History and Reputation
6. Our Commitment to not turn anyone away due to inability to pay

Strong Communities

Everyone deserves the opportunity to reach their full potential. From early childhood development to job training to opportunities to mentor young people, the Y offers programs and services that strengthen communities nationwide.

Supporting Young People

We are supporting kids and teens across the country to create positive change – right where they live. These young leaders will help shape more vibrant and connected communities for all.

YMCA Mission Statement

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

Vision Statement

The YMCA is committed to partnering with young people to create stronger communities and a more desirable society for all of us. We envision a future in where all people – no matter who they are or where they come from – get the support they need, when they need it, to reach their full potential.

Strategic Plan Goals

1. **GROWTH**
Maximize our collaborative partnerships, utilize community resources and engage our target markets to expand our facility presence and programmatic impact throughout our service area.
2. **RELEVANCE**
Leverage the use of technology, feedback systems, and culture of belonging to meet the needs and behavior patterns of our prospective members, participants, donors, staff, and volunteers.
3. **EXCELLENCE**
Provide an employment experience that is distinctive, flexible and rewarding for people who are attracted to meaningful work and who value a sense of community.

WHY THE CAMPAIGN?

Membership and program fees at the YMCA of the Inland Northwest do not cover all the costs to support the Y's vital community programs. To ensure that no one is denied a chance to participate because of an inability to pay, we need the help of our supporters. Through the YMCA Annual Campaign, the contributions you secure help us provide program support and financial assistance to deserving families in our community. Only by working together can we give more kids the opportunity to grow strong in spirit, mind and body.

This year's Annual Campaign goal is **\$558,500**. This is essential in order for our YMCA to respond to the continued demand for financial assistance from low-income families. **The total value of scholarships awarded in 2024 was \$1,856,000.**

MEMBERSHIP AND PROGRAM FEES ARE NOT ENOUGH

TOTAL YMCA BUDGET \$23,620,875

PUBLIC SUPPORT \$1,856,000

The YMCA depends on 14.4% or \$3.4 million of its budget from public support to provide services to the community. Below is a breakdown of where that money comes from.

Your Contribution to Annual Campaign Supports these Programs:

- Membership For All
- LIVE**STRONG**® at the YMCA
- Pathways to Wellness
- Youth Sports
- Camp Reed Scholarships
- Swim Lessons
- Teen Programs
- Youth Development Programs
- Health and Wellness Programs

Role of the Champion

The role of the champion is absolutely critical to the success of the campaign. Your responsibilities include:

1. Make your meaningful personal contribution to the campaign (to be an effective campaigner you need to first make your commitment).
2. Identify Campaign Prospects. These are individuals and businesses you are willing to solicit for a campaign contribution. If you have campaigned for the Y before, you will receive a prospect list with donors you have previously worked with. If you have not

campaigned for the Y before, or would like to add additional prospects, please give us a list of potential donors and we will cross-reference the list you provide with the list of prospects already assigned to eliminate duplicate calls being made.

3. Attend the Campaign Kickoff event to pick up your Champion's Packet and receive some last-minute instruction.
4. Solicit your prospects within the timeframe of the six-week campaign.
5. Return all of your pledge cards to the YMCA by the end of the campaign.
6. Attend the Campaign Celebration Event to see our results and let us thank you for a job well done.

What the YMCA Will Do For You

1. Provide you with high quality, informative campaign literature to share with your prospects.
2. Acknowledge donations you solicit with a prompt thank you letter.
3. Provide you with any additional information you may need to effectively make a campaign call.
4. Provide you with a pledge card for each of the prospects you have chosen (this is where you record the result of your contact).
5. Send a pledge reminder to the donors you solicit according to the instructions you provide on the pledge card.
6. Send you weekly campaign progress reports.
7. Assign you the same prospects that you had last year unless you request otherwise.
8. Staff will be available to assist with any calls you may wish to make.

Tax Benefits of Giving

While the government encourages private philanthropy and provides tax incentives for giving, most contributors are *motivated* by the *appeal of the project*, their *sense of community pride* and their desire to share with others the *general improvement of community resources*. *Less than 10 percent of all who make charitable contributions are motivated to do so by the potential deductibility of their gift*. Nonetheless, there can be a definite tax advantage to making a gift to this campaign.

Different Ways to Make a Gift

Gifts to the YMCA of the Inland Northwest Annual Campaign may be made through an outright gift of cash/check or by way of a pledge. A pledge is simply a written commitment to pay a specified amount sometime in the future — and it may be paid quarterly, monthly, or in one lump sum. Pledges may also be paid by credit card, adding onto or rounding up monthly YMCA membership or by donating stock. The Y asks that all pledges be paid in full by December 31, 2025.

Pledging, it's Preferred

A pledge is a time payment to the YMCA. Most contributors will give more over a period of time if pledges are made. A generous gift of \$1,000 becomes \$100 per month for 8 months or \$250 per quarter. Please note that pledge payments made monthly will be divided into 8 equal payments (May through December) as collections stop at year-end. Pledges are very important.

You, the campaigner, must carefully fill out the information on the pledge card:

- When to remind the prospect to pay and how much
- CORRECT ADDRESS AND PHONE NUMBER

Please verify this information. It is very important!

Have the donor sign the pledge card. Turn it in to the YMCA. If you must contact this person by telephone, please indicate on the pledge card "Telephone pledge" and sign your name on the card.

The YMCA team will send a simple reminder to the prospect at the time indicated on the prospect card for the amount pledged. **Please be sure to clearly indicate when the contributor wants to be reminded.**

Gift Acknowledgments

Every contribution will be officially acknowledged by the YMCA. The terms of each donor's commitment will be properly recorded and remain confidential at the YMCA. Reminder notices will be mailed prior to the specified payment dates.

Key Steps to a Successful Ask

Success in securing contributions is *not* based on luck. There are many ways to ask for a gift. But the *best ways* require informed and trained volunteers who are *results-oriented*... and who really *believe* in the critical importance of the YMCA to our community! Your *enthusiasm* and *conviction about the YMCA will be contagious!*

1. **Know the campaign story.** Learn as much as possible about this essential campaign/event. Also, read and become familiar with the campaign and marketing materials, review our website to better understand what services and programs the Y offers. This will answer most of the questions that might be asked.
2. **Make your own commitment first.** This is, by far, the most important single step you can take to prepare yourself for asking others to give. When you do this, you will be able to talk with each prospect far more convincingly!
3. **Plan each appointment in advance.** Jot down the items you want to cover. Tell the complete story. Decide *how much* you will ask each prospect to consider giving to this program — over 8 months.

4. **See your most likely prospect first.** Early success will give you more confidence to help you on your next call!
5. **Call in teams of two** with key prospects (when you're asking for \$500 or more). You will get best results from each interview if you take one or two others along to help tell the YMCA's story. It is much harder to say "No" to several people. Additionally, having two people participate actually makes the call become a discussion and creates a more relaxed environment than a one-on-one solicitation. Your volunteer and staff campaign leadership are willing to go along with you on any call.
6. **See your new prospect face-to-face.** Most people are familiar with the YMCA but don't really understand all that it does or why it needs community support. By meeting face-to-face with new prospects, you have a much better opportunity to tell the Y story, and you almost certainly assure yourself of securing a larger gift than you would have over the phone. Once a person becomes a donor, they are put on the mailing list and get regular updates on what is happening at the Y. When you approach someone about renewing their support, you should offer to meet with them, but feel free to accept their pledge over the phone if this is what they prefer. With new prospects, however, please do your best to secure an appointment so you can convey the Y story and make the appeal face-to-face.
7. **Relate your own personal YMCA experiences.**
 - Sell ideas — why you are involved.
 - What has motivated you to make a generous gift?
 - Ask your prospect to tell you about their *personal experiences* or involvement with the YMCA . . . or why they believe the YMCA is important to our community.
 - Tie your points to interests of the prospect — e.g., Youth sports, teen programs, family-centered programs, summer camp, etc. Focus on those points that are most effective and of greatest interest to the prospect.
8. **Don't apologize!** You are helping the YMCA continue to expand its essential work throughout the community. You are not asking for yourself. Rather, you are asking on behalf of the individuals, families and others who will benefit from the YMCA for generations to come.

Point out that you have already made your own pledge. (*It's okay to tell your prospect the amount you are giving — especially if it is as much or more than what you are asking him/her to consider giving. Sometimes this can be very helpful.*)

9. **Ask for a specific amount . . . and aim high!** People are not offended if asked to give more than they are able or may choose to do. In fact, they are usually flattered! Likewise, people rarely will give more than they are asked to consider.

People also like to know *what size gift they should consider giving*. When a specific dollar amount is not suggested, prospective donors often are hesitant to offer an amount for fear they may be thinking too low . . . or higher than is expected. Reference our Community Builder flyer for suggested monthly donation amounts if needed. Show how a pledge over the year (quarterly, monthly, etc.) enables your prospect to give more and use specific examples of payments.

What to Say When You Ask for the Gift

"(Name) . . . I would like you to consider giving \$100 per month for the remainder of the year (or *another amount*). Your gift at this level would be an enormous help and encouragement to our campaign." *(At this point it may be helpful to tell your prospect the amount YOU have personally committed or what a gift at this level will do... such as how many day camp scholarships it will provide for children.)*

10. **Be Enthusiastic, Sincere and Persistent.** Enthusiasm is catching and sincerity gets results. Do not even "hear" the first few "no's", should they be voiced. Listen carefully to other comments or questions. They very likely are not intended to be saying "no" — rather seeking more information or options. Say *"Have you thought of it this way?"* or *"That's what I thought, until ..."* Use your campaign materials for the FACTS. But, if you are encountering difficulty in closing at what you consider a reasonable gift level, suggest that the prospect consider the matter further before deciding. You can then seek counsel from the campaign leadership and staff. Let your prospects know you will be calling on them again in a few days to finalize their decision.
11. **Confirm the Pledge with a Signed Commitment.** Ask your prospect to verify all the information is correct. Agree upon and confirm the billing schedule. Sometimes obtaining a commitment on the first visit isn't possible and that is okay. Schedule a second appointment or try again on a different day if necessary.
12. **Take the Initiative.** Bear in mind that almost everyone wants to be supportive of important community projects. The way you present the story should be positive and assertive, to a degree. Speak out, listen carefully. Meet all questions or objections with proper and thoughtful replies. Success depends on you. Experience has shown that if a campaign fails, most often it is because prospects simply **weren't asked** to consider a gift . . . and not because people didn't want to support the project! Let your prospect know how important **you** believe this program is to our community.

Thank you!

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