



**CREATING
POSSIBILITIES**

2020 Annual Campaign Volunteer Training Guide
YMCA OF GREATER SAN ANTONIO

THE ANNUAL SUPPORT CAMPAIGN



A PEOPLE-TO-PEOPLE CAMPAIGN CHAMPIONED BY Y VOLUNTEERS WHO LEAD THE WAY IN GIVING TO ENABLE CHILDREN, TEEN, INDIVIDUAL, AND FAMILIES TO LIVE THEIR BEST LIFE.

THE CASE FOR SUPPORT

1 THE Y PROVIDES AN INCLUSIVE ENVIRONMENT FOR ALL.

The Y is made up of people from all walks of life working side by side to strengthen our communities regardless of age, ability, cultural/ethnic background, faith, gender, gender identity, ideology, income, national origin, race or sexual orientation. This commitment to inclusion is visible in all Y programming, from the Summer Day Camp programming at Morgan's Wonderland, Adaptive Swim Lessons in Y branches, to cultural celebrations supported by the Y across San Antonio.

2 EMPOWERING YOUTH TO REACH THEIR FULL POTENTIAL

From infancy to young adulthood, YMCA programs invite youth to be inspired year round. They are supported through initiatives like the Power Scholars program that addresses specific academic achievement challenges. In other areas, programs such as Youth & Government and Thingamajig offer opportunities for civic engagement and exposure to STEM based learning. These programs are offered in a manner and in formats limited only by the imagination. They are threaded throughout our after school, summer and specialty programs so that learning is suited to individual and diverse needs and abilities. In addition, they provide essential experiences every child deserves...friendships, memories and confidence to grow and succeed.

3 THE Y IMPROVES THE HEALTH & WELL-BEING OF OUR COMMUNITY.

At the Y, we provide support for individuals and families as they build and maintain healthy habits for spirit, mind and body by offering a path to wellness specifically catered to their unique needs. Traditional Y fitness classes and youth wellness programs compliment innovative Y programs such as Y Diabetes Prevention, C.H.E.F. (Culinary Health & Education for Families), Healthy Weight & Your Child, and Blood Pressure Monitoring. These classes allow the Y to provide evidence based programming to those with specific challenges with the assurance that no one will be turned away due to an inability to pay for services. This is yet another way that the Y provides access to the possibility of achieving a healthier, balanced life for all.



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VOLUNTEERS ARE KEY

As an Annual Support Campaign Volunteer....

...As a **storyteller**, you will have the opportunity to share with others the unique and personal ways in which the YMCA and its programs have touched and enhanced your own life.

...Because **your personal YMCA testimonial** helps raise awareness of YMCA programs and services, and **makes our collective story stronger**.

...By **making your own contribution** and telling your Y story, you allow others a chance to see the power of the YMCA in action.

...Because **your participation makes a successful campaign possible** and helps the YMCA live its mission.

...Because we know **your time and talents are valuable** resources.

THANK YOU for helping us strengthen our community by making accessible the support and opportunities that empower people and communities to learn, grow and thrive. Your efforts are deeply appreciated.

We Need You To Tell The Y Story

As an Annual Campaign volunteer, you are an important ambassador—communicating the values of the YMCA and its programs to individuals and businesses alike. You are one of the YMCAs best assets—a storyteller. As a storyteller, you will have the opportunity to share with others the unique and personal ways in which the YMCA and its programs have touched and enhanced your life. Did you learn how to swim at the YMCA? Did your child have his or her first camping experience at the YMCA? Did the YMCA offer your family financial assistance at a critical time in your life? **By telling your YMCA story, you allow others a chance to see the power of the YMCA in action.** You become living proof that the YMCA is making a difference every day.

Why Invest In the Annual Community Support Campaign?

The YMCA of Greater San Antonio is committed to providing quality programs and facilities to everyone, regardless of their ability to pay. While we strive to keep values-based youth programs and fees affordable by subsidizing some of the real costs, we know that during difficult times some individuals and families will need financial assistance.

Through the Annual Campaign, we are able to ensure that no one is turned away based on their ability to pay. Your volunteer and financial commitment will help thousands of youth and families share the YMCA experience!

TOGETHER, WE CAN BUILD A BETTER US.



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A LOOK INTO WHY DONORS GIVE: IT'S PERSONAL

Experience tells us that there are 12 key reasons why people give:

1. Because the **believe in** the objectives and future directions of **the YMCA**.
2. Because of their **personal involvement** with the Y.
3. Because it **feels good** to do something for others.
4. Because the **feel morally or socially obligated** to do something for others.
5. Because **they want to "give back"** by assisting an organization which has given to them.
6. Because of **peer group pressure**.
7. Because they **want to gain recognition**.
8. Because of a **desire to protect others and make their community a better place**.
9. Because they **respect the person who asks**.
10. Because of the **tax advantage**, even if it is a small motivator.
11. **BECAUSE SOMEONE ASKS!**

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CIRCLES OF INFLUENCE

Build Your Connection List

We all have a “Circle of Influence”. Think of the areas of your life where you may identify someone who would be willing to join our cause and support the Y as a volunteer or donor.

Suggested influences:

- Colleagues
- Members of Civic Groups
- Church friends
- Doctors or Lawyers
- Your School
- Your Child’s School
- Insurance Provider
- Volunteers at Other Nonprofits
- Decision Makers at Companies
- The Y
- Banks
- Neighbors
- Family & Friends
- Hair Salon
- Chamber/Board
- Small Business Owners
- Real Estate
- Veterinarian
- Coaches/Gymnastics
- Dentist
- Local Businesses
- Librarian
- Attendees at Charity Events

We challenge you to list 25 people who are included in your “Circle of Influence”.

1. _____	14. _____
2. _____	15. _____
3. _____	16. _____
4. _____	17. _____
5. _____	18. _____
6. _____	19. _____
7. _____	20. _____
8. _____	21. _____
9. _____	22. _____
10. _____	23. _____
11. _____	24. _____
12. _____	25. _____
13. _____	

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TEN STEP PLAN FOR A SUCCESSFUL ASK

1. **Introduce yourself and the purpose of your visit.**

State that you are a volunteer doing this out of your personal belief in the Y and your strong conviction about its importance to the community. Share your feelings and tell your story of why the Y is important to you.

2. **Ask questions that establish the prospect's understanding of the Y.**

Examples: What has been your experience with the Y? Do you and your children or friends use the facility and/or enjoy the programs? What do you think are the important roles that the YMCA serves in our community?

3. **Share your thoughts about the Y and its importance in the community.**

Make it a two-way conversation by sharing your story, then pause, so that the prospect can contribute too. Example: tell why you think the Y is important and share what your involvement has been.

4. **State this year's case for giving.**

Become familiar with the Y's current case statement and use it to explain how the community will be better because of this valuable community asset.

5. **Ask about the prospect's area of interest.**

What aspect of the Y do they feel most strongly about and why?

6. **Ask for the gift – and ask for a specific amount.**

Use information from the prospect's area of interest to ask for a specific amount and then wait for them to respond. By asking for a specific amount you offer a service and show respect for the prospective donor. This person can then choose whether that dollar amount is right for them.

7. **Take out the pledge card ONLY after they have agreed to contribute.**

8. **Ask about matching gifts.**

Many companies match gifts to the Y. Check with the Y office if they have questions about this process.

9. **Fill out the pledge card with them and get their signature.**

Fill out this information as thoroughly as possible so that the Y office has current and accurate information. Feel free to write additional information on the pledge card as needed.

10. **Thank the donor for their generosity.**

YOU'VE DONE IT!



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PREPARATION BUILDS A STRONG FOUNDATION

Solicit only if you have the pledge card

There are volunteers all across our community working on this year's Annual Campaign. We coordinate pledge card distribution to organize the campaign so that no single volunteer campaigner is overwhelmed or donor is asked twice. Please talk with everyone about the good things that Y is doing, but only ask for a gift if you have the pledge card.

Aim high

When asking for a specific dollar amount, aim high. Talk about the good things those dollars will do. Then BE QUIET and let the donor respond. Don't hear "no" unless they say "no".

Make friends for the Y

Not everyone will choose to donate to the campaign. However, try and make a friend for the Y. Even if they decide not to make a contribution now, you have told the Y story and brought them closer to the organization. Celebrate this success!

Respect donors' concerns and complaints

If someone has a complaint about the Y, listen to and record the complaint, but try not to comment on their specific issue. Assure the person that you will follow up with the YMCA staff and that someone will get back to them. Let them know we will respond to every concern. Once people feel that their concerns have been heard, they will be more ready to listen to your request for their support to the campaign.

ASK FOR A SPECIFIC AMOUNT

When the facts have been explained and the standards set, ask for a specific amount: "Because we feel you care as much as we do, we are asking you to consider a gift of \$_____ to support the kids and families of the YMCA."

Encourage pledging

Most of us can give more when we make small payments over a period of time as opposed to giving one larger gift. Encouraging people to make a pledge they can pay over the course of the year helps their ability to do more. Consider asking prospects to contribute \$10,\$25, or \$50 a month instead of asking for one lump sum.

Report results regularly

Reports are published weekly during the campaign. Please turn in your pledge cards promptly and call regularly to communicate your progress. We have two report meetings over the course of our campaign. Please be sure to get these on your calendar and do your best to attend.

***** BE PREPARED IN ADVANCE FOR QUESTIONS*****

Answer questions honestly and find out why a potential contributor feels the way he or she does. Understand the principle of "turnaround": utilize contributors' objections to strengthen the case. Leave the door open regarding a refusal. Refer unanswerable questions to YMCA staff members. Remember, even if you don't get a contribution, make a friend for the YMCA.

Speak with sincerity and conviction. It's hard for someone to turn down a sincere spokesperson for the YMCA.



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IMAGINE THE POSSIBILITIES

Annual Support Campaign

Prospect Clearing Form

The YMCA OF GREATER SAN ANTONIO engages more than 200 volunteers annually to assist with our annual support campaign in reaching out to new and returning donors. **In an effort to ensure companies and donors do not receive requests from more than one Y, we ask that campaigners clear all prospective donors prior to moving forward with an ask.**

The YMCA Development Team will clear the name of the prospect by determining if the prospect has been selected by another campaigner or has already made a gift. If not, the prospect will be reserved for you and you will be provided any previous giving history of that particular prospect. Please be sure to include the company name if applicable, individual you plan to talk to (first & last name and role with company if tied to corporate ask), address and phone number to ensure the Development Team is able to look through the database.

Please email form to Jeff Novak, Development Manager at jeffn@ymcasatx.org. If you have any questions, please call 210-520-4771.

Campaigner Name: _____

Campaigner Email: _____ **& Phone:** _____

Prospect's Name	Address	Phone	Connection (friend, co-worker, etc.)



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FREQUENTLY ASKED QUESTIONS

Why should I give to the Y?

Your support is integral in helping the YMCA continue our commitment to providing quality programs to everyone, regardless of their ability to pay. You benefit from having a strong YMCA in your community. Our programs provide meaningful opportunities for young people to grow into responsible adults, enable families to fight chronic illness and give seniors a sense of belonging. The YMCA makes your community a better place to live and work.

The YMCA makes your community a better place to live and work. How is the Y strengthening my community?

At the Y, we believe that a community focused on healthy living, youth development, and social responsibility is better equipped to exercise its true potential and have a greater, positive impact on society.

Doesn't the Y receive funds from United Way?

Yes, we are grateful to receive funding from United Way each year. However, even the generous gift from United Way can only provide a percentage of the financial assistance we provide to local residents and is designed to certain programs based on their funding priorities.

Why should I give when I already pay monthly membership dues?

Membership dues and program fees cover the cost of maintaining and operating YMCA facilities and programs for members. Donations to the Annual Campaign support programs for everyone in the community. Contributions also provide financial assistance for individuals and families who cannot afford membership or program fees, but can benefit from our programs.

Someone has already contacted me. Why are you calling me again?

Occasionally this happens if you or a family member participates in activities or knows volunteers at more than one YMCA Center. Many people do contribute to multiple centers and this is an option for you, if desired.

Is my contribution tax deductible?

Yes! The YMCA is classified by the Internal Revenue Service as a publicly supported 501(c)(3) non-profit.

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FREQUENTLY ASKED QUESTIONS CONT.

Now is not a good time—can I give later?

Pledging your support now and making payment later is often the preferred and affordable way to give generously. You have a number of options when making a gift to the Y:

- Make a one-time gift by cash, check, or credit card by mail or online at: www.ymcasatx.org/donate
- Set up a recurring gift to the Y
- Pledge your commitment to the Y and pay any time before the end of the year (if you'd like, we can send you a reminder at specified intervals) You can pay your pledge by cash, check, or credit card by mail or online.

I gave last year. Why are you asking again so soon?

Your contributions to last year's campaign helped the YMCA deliver vital programs for people in our community. However, these programs can only be sustained with continued support. That's why the Annual Campaign is an ANNUAL CAMPAIGN. If you prefer, you can pledge now and pay later in the year.

Does the money raised in the campaign stay at our Y?

Yes, donations from people in our community support our local Y. Some donors do ask that their gifts go to fund specific programs or activities that may be outside of our Y, and of course, we honor their wishes.

[Executive Director/Staff] is no longer there, why should I give?

Your support is integral in helping the YMCA continue our commitment to providing quality programs to everyone. We understand you may have had a relationship with [that former staff member], but we hope that you will continue your support of the YMCA mission to ensure that no one is turned away.

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YOUR GIFT ENSURES ACCESS TO ALL

Examples of how your donation supports the many experiences the Y can offer:



Drowning Prevention

\$75 teaches water safety, lifesaving skills and swim lessons for children in our community.



Teamwork

\$125 enables a child to be part of a team to make new friends, learn sportsmanship and get active.



Safe Spaces

\$250 cares for a child afterschool where they also receive academic support, snack and engaging fun with friends.



Confidence

\$500 helps cover the cost for a child to attend a week away at YMCA Camp Flaming Arrow where they build confidence, independence and memories to last a lifetime.



Family Health

\$1,000 gives a family experiencing financial hardship the opportunity to benefit from YMCA programs and services to gain greater health.



Chronic Disease Prevention

\$2,500 changes the outcomes for people at risk for or living with chronic disease through dedicated integrated wellness programs.

**YOUR
GIFT**

Can Save a Life • Provides Hope • Changes Lives for the Better

Make a Donation Online at [ymcasatx.org /GIVE](https://ymcasatx.org/GIVE)



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CONTACT INFORMATION

Support Center

Carrie Bair-Norwood • carrien@ymcasatx.org • 210-246-9697

Jeff Novak • jeffn@ymcasatx.org • 210-520-1214

Boerne Family YMCA

Paul Giguere • paulg@ymcasatx.org • 830-248-1040

Cibolo Family YMCA

Frank Arredondo • franka@ymcasatx.org • 210-945-1529

Davis Scott Family YMCA

Whitney Oliver • whitneyo@ymcasatx.org • 210-532-0936

D.R. Semmes Family YMCA

Javier Urias • javieru@ymcasatx.org • 210-246-9671

Harvey E. Najim Family YMCA

Brian Ortiz • briano@ymcasatx.org • 210-538-0555

Mays Family YMCA at Potranco

Susie Williams • susiew@ymcasatx.org • 210-901-6626

Mays Family YMCA at Stone Oak

Maya Smith • mayas@ymcasatx.org • 210-497-7028

Schertz Family YMCA

Fredy Degollado • fredyd@ymcasatx.org • 210-619-1900

Thousand Oaks Family YMCA

Gary Flores • garyf@ymcasatx.org • 210-494-5274

Walzem Family YMCA

Kristine Gusman • kristineg@ymcasatx.org • 210-656-5779

Westside Family YMCA

Carlos Verastegui • carlosv@ymcasatx.org • 210-433-6335

YMCA at O.P. Schnabel Park

Jami Engle • jamie@ymcasatx.org • 210-520-4146



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IMPORTANT DATES:

Annual Campaign Kick-Off

Monday, March 2, 2020

5:30 – 7:30pm

Morgan's Wonderland Event Center

RSVP to events@ymcasatx.org

Annual Campaign Victory Celebration

Thursday, April 23, 2020

5:30 – 7:30pm

Security Service Event Center

RSVP to events@ymcasatx.org