



Y FOR ALL

**ANNUAL SUPPORT CAMPAIGN
CAMPAIGN HANDBOOK**

Table of Contents

Introduction	1
Annual Campaign Overview	2
Campaign Information	3
Campaign Contacts.....	4
Keys to Success	5
Your Role as a Volunteer	6
Online Campaign Tools.....	7
The Pledge Form.....	8
Giving Societies.....	9
Ways to Give	10
Making The Ask.....	11
Sample Letters & Emails.....	12-14
Phone Call Script	15
Frequently Asked Questions	16

Introduction

THANK YOU

First and foremost, thank you in advance for your time and effort in supporting the Arlington-Mansfield Area YMCA's 2024 Y For All Annual Support Campaign. Together, we truly can strengthen the foundations of community.

THE ANNUAL SUPPORT CAMPAIGN (ASC)

The Y For All Annual Support Campaign provides critical funding to the Arlington-Mansfield Area 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 Support Campaign provided support to thousands of families across our community. With the generous support of volunteers and staff like you, we are creating opportunities for all.

CAMPAIGN IMPACT

The Annual Support 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 area youth, families and individuals through character building Y programs that help them learn, grow and thrive.

CAMPAIGN HANDBOOK & 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 amaymca.org/ymca-campaign-resources.**

- ♦ Annual Support Campaign Brochure
- ♦ Annual Support Campaign Pledge Card
- ♦ Annual Campaign Handbook
- ♦ Email and letter templates
- ♦ Phone Call Script
- ♦ & additional resources

Annual Support 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 kids, 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 kids, our health, and our neighbors.

OUR MISSION

The Arlington–Mansfield Area YMCA puts Judeo-Christian principles into practice through programs that build a 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 Support 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 Support 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.

WHAT YOUR GIFT PROVIDES

Each year, hundreds of people come together to support the Y, and to raise funds for individuals and families in need so that they may participate in Y programs. All donations, no matter the amount, provide outreach and assistance.

WHO IT HELPS

Donations to the campaign makes it possible for children, families, seniors, neighbors, and others to benefit from Y programs and memberships, regardless of their financial circumstances.

Arlington–Mansfield Area YMCA Campaign

2024 Arlington–Mansfield Area YMCA Campaign Goals:

	BASE	CHALLENGE
Central/North YMCAs	\$95,000	\$110,000
Cooper/Mansfield YMCAs	\$50,000	\$65,000
Association-wide	\$125,000	\$150,000
Global Engagement Mission Projects	\$30,000	\$45,000
TOTAL	\$300,000	\$370,000

Timeline of Campaign Phases

Staff & Board Giving Phase	October—January
Major Gift Phase	November—February
Community Phase	February—April

Important Campaign Dates

Y Day of Giving/Home Run Derby	March 5th
Mid-Campaign Rally	March 6th (morning, location TBD)
Mid-Campaign Rally	March 20th (afternoon/evening, location TBD)
Annual Campaign Celebration	April 12th, Annual Meeting
Annual Campaign Completion	April 15th (target date)

Arlington–Mansfield Area YMCA Campaign

YMCA Volunteer Leadership

Arlington–Mansfield Area YMCA Annual Support Campaign

Chair Lisa Thompson at lmthompson112@gmail.com

DEVELOPMENT TEAM CONTACT INFORMATION

Please feel free to contact at any time.

Teri McGill, CFRE, Chief Development Officer
TeriMc@amaymca.org or 817.299.9629 x 1400

Annalise Dingas, Director of Volunteer Engagement & Special Events
AnnaliseD@amaymca.org or 817.612.3200 x 5400

BRANCH CAMPAIGN VOLUNTEER LEADERSHIP

Cory Brazeal, Senior VP of Operations, coryb@amaymca.org

Anna Wiskirchen, Central YMCA, annaw@amaymca.org

Sharon Gardner, Cooper Street YMCA/ Mansfield YMCA, sharong@amaymca.org

Bailey Martin, North YMCA, baileym@amaymca.org

Keys to Success

VISIT YMCA PROGRAMS

Witness firsthand the YMCA mission and programs funded by the Annual Support Campaign. Talk to staff, other volunteers 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?” **The #1 reason people don't give? They are not asked!**

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 the AMA YMCA. All organizations must prove the gift is going to a 501(c)(3) charity for their audits.

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.

Your Role as a Volunteer

Campaigner Checklist

As an Annual Campaign volunteer, you are joining a team committed to fun, fellowship and raising money to help families in need in your community. When you achieve your personal fundraising goals, you are helping to ensure there are enough resources for everyone who need the Y!

1 MAKE YOUR OWN GIFT 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.

2 ATTEND CAMPAIGN EVENTS

Be active in campaign training sessions, kickoff events, campaign meetings and the victory celebration. 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.

3 TELL THE Y STORY

Let people know how the Y is strengthening the community and improving the quality of life for children, teens, adults and families. It is easier to tell others about the programs when you can share a personal experience.

A positive, confident attitude is the first and most important step. Be clear about your own commitment, be yourself, and talk from the heart.

4 ASK

Ask family and friends to support your efforts by making a gift. Your branch also has a list of every prior donor at your Y. These lists are available for you to look over and find people you may already know. To avoid duplicate solicitation, please do not call on anyone unless cleared through your staff liaison.

5 ASK YOUR BEST PROSPECTS & LAST YEARS DONORS FIRST

You'll gain momentum and confidence with an early yes!

6 SUBMIT COMPLETED PLEDGE FORMS WEEKLY

Confirm the pledge, verify contact information, and thank the donor. Turn in pledge cards promptly and communicate any roadblocks to the Development Director. Campaign progress is reported regularly.

7 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.

8 PERSONALLY THANK YOUR DONORS

Always follow up with a personal thank you note, email or call. Donors feel very passionate about their charitable giving, and often have a personal connection to the Y. In your communication, try to recreate the feeling the donor had when making the gift.

9 HELP ENSURE PLEDGES ARE PAID BY YEAR-END

Y Staff may follow up with you throughout the year if anyone pledges but has not paid. It may be that their contact information has changes, or they may need a simple reminder. Either way, it is a great time to personally thank them for their gift.

Online Campaign Tools

[amaymca.org/
campaign-resources](https://amaymca.org/campaign-resources)

The Arlington–Mansfield Area YMCA Annual Support Campaign web page is devoted year-round to campaign information and testimonials. This is a great tool for volunteers to use to share stories and help raise awareness in the community and among potential donors.

WHAT IS AVAILABLE ON THE WEBSITE?

Videos

Hear from children, families and volunteers whose lives have been changed through YMCA programs.

Information

- Learn more about the Annual Support Campaign and the YMCA programs made possible by campaign contributions.
- See how donated dollars are changing lives.
- Access campaigner resources and print materials.

Online Giving

In addition for completing a pledge card, donors can also click the “DONATE” button at the top of the amaymca.org or go to amaymca.org/give.org

Ways to Share

- Share links to the website and videos through Facebook and other social media with your friends, family, colleagues and people with whom you do business—anyone you want to tell about the Annual Campaign.
- Invite others to get involved and make a gift.

Follow Us

- Facebook — facebook.com/amaymca
- Instagram — instagram.com/amaymca

Campaign Resources

Need to send a digital version of the brochure? Or how about a sample letter that you can personalize and send to a donor?

The Pledge Form

Donor 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.

Donor Information

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

Gift Information

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

Fulfillment 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 if 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.

The image shows a digital form titled "Y FOR ALL CAMPAIGN DONATION" for the "ARLINGTON-MANSFIELD AREA YMCA". The form includes the following sections and fields:

- Header:** "the Y" logo and "Y FOR ALL CAMPAIGN DONATION ARLINGTON-MANSFIELD AREA YMCA".
- Call to Action:** "Make a Gift Today! Your support helps to ensure access FOR ALL."
- Gift Amount and Branch:** "I/We would like to support the YMCA with a gift/pledge of \$ _____ to support (choose one) ___ Central ___ Cooper ___ North ___ Mansfield ___ Association-Wide".
- DONOR INFORMATION:** Name _____ Organization (corp/org) _____
- Address:** _____ City _____ State _____ Zip _____
- Preferred Phone (Home/Cell/Work):** _____ **Preferred Email:** _____
- Gift Purpose:** My/Our gift is ___ in honor ___ in memory of _____ I'd like more information about making an estate/planned gift.
- GIFT TYPE:** One-time gift Multiple payments **PAYMENT METHOD:** Cash/check enclosed Credit card Invoice
- CREDIT CARD PAYMENTS:** securely process/schedule payments online at amaymca.org/donate OR call Teri McGill at 817-299-9629
- PAYMENT TIMING:** monthly, beginning _____ (m/y) quarterly, beginning _____ (m/y) annually, beginning _____ (m/y)
- MATCHING GIFT:** YES, my company will match my gift I'm not sure if my company matches gifts **Company Name:** _____
- Signature Lines:** Campaign Volunteer _____ Donor's Signature _____ (authorizes the pledge)

Giving Societies

The Arlington–Mansfield Area YMCA has two giving societies for donors of the Annual Support Campaign which recognize their generous support to our programs.

TRIANGLE SOCIETY

The Triangle Society recognizes the YMCA's most generous donors who know the organization well and are committed to its bold vision and bright future. Members of the Triangle Society ensure that the Y continues to make the mission a reality for years to come.

The Triangle Society recognizes donors to the Annual Support Campaign who make a multi-year pledge of \$3,500 or more over a three-year period.

Donors are recognized in the Triangle Society for their total three-year pledge through the following categories:

- | | | | |
|---------------|----------------------|------------|----------------------|
| • Visionaries | \$100,000 + | • Patrons | \$10,000 to \$14,999 |
| • Trustees | \$50,000 to \$99,999 | • Fellows | \$5,000 to \$9,999 |
| • Founders | \$25,000 to \$49,999 | • Champion | \$3,500 to \$4,999 |
| • Benefactors | \$15,000 to \$24,999 | | |

Triangle Society members are honored through donor recognition boards in every branch of the association, receive regular impact communication and are invited to exclusive VIP events.

CHAIRMAN'S ROUNDTABLE SOCIETY

Donors who commit \$1,000 or more are recognized as members of the Chairman's Roundtable Society. Donors may give all at once, monthly, or weekly to reach your total annual gift.

Donors are recognized in the Chairman's Roundtable Society for their total annual pledge/gift through the following categories:

- | | | | |
|------------|----------------------|----------|--------------------|
| • Diamond | \$25,000 + | • Gold | \$2,500 to \$4,999 |
| • Titanium | \$10,000 to \$24,999 | • Silver | \$1,000 to \$2,499 |
| • Platinum | \$5,000 to \$9,999 | | |

Chairman's Roundtable Society members are recognized via banners at their local branch and are invited to special events during the year.

Additionally:

- A donor and their spouse whose combined gifts equal \$1,000 or more are jointly eligible for recognition in a Giving Society.
- An individual may be recognized as a member through a qualifying gift made in his/her honor.
- A deceased person may be included "in memoriam" by receipt of a qualifying gift from one or more individuals.

Ways to Give

Donation Methods

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

We kindly request that all pledges be paid on or before December 31, 2024.

Cash or Check

Attach to the completed pledge card and turn into the branch within 48 hours. Checks should be made payable to the **Arlington-Mansfield Area YMCA**.

Credit Card/EFT

YMCA members have the option to draft their pledge along with their YMCA membership using the payment method on file. You are able to divide your overall gift into monthly or quarterly installments, or select a specific month to draft the full amount.

Making a Pledge

A pledge is a 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 \$1,000 becomes \$100 per month for 10 months, or \$250 per quarter.

Matching Gifts

The Y is eligible to receive matching gifts which can double, or even triple contributions made by an individual donor. Make sure the donor indicates this option on the pledge card. 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. We also offer the option to impact generations through planned giving including wills, trusts, annuities, and property. To make a gift of this kind, please refer donors to contact our Development Department at give@amaymca.org.

Making The Ask

A Script

INTRODUCE YOURSELF

"HI, [FRIEND NAME], this is [YOUR NAME]! As you may know, I'm a volunteer with the YMCA and we're conducting our Annual Support Campaign. Thanks again for taking the time to talk with me about the YMCA and the good work we're doing."

DISCUSS THE YMCA

"I'm a volunteer in the Y Campaign because I (talk about your Y involvement if it's appropriate). "Have you had any experiences with the YMCA?"

- If "Yes"... "Tell me about your experience with the Y." (Respond appropriately to the experiences related with positive statements about the Y's values.)
- If "No"... "Are you familiar with all the work that the Y does in our community?" (Wait for response and respond appropriately.)

DISCUSS THE CASE FOR SUPPORTING THE YMCA

"This year, we're planning to raise \$_____ to support programs and services that will help children and families throughout our community."

- "What's unique about the YMCA is that we do not turn anyone away because of an inability to pay. Annual Campaign dollars underwrite scholarships for things like afterschool programs, summer day camp, swim lessons and YMCA memberships."
- "What's even better is that we weave character building values into every program that we run. That's one reason why we say that the YMCA 'strengthens the foundations of our community.'"

REQUEST A SPECIFIC DOLLAR AMOUNT

"Will you consider a contribution of \$_____ this year, or \$_____ per month for 10 months?"(Silence...let them answer.) If prospect is unresponsive...

"Let me give you a better idea of how you can help..."

SUGGEST ONLINE GIVING WHEN APPROPRIATE

"You can also make a donation online at www.ymca.org. Just click the 'DONATE' button at the top of the home page and it will take you to a secure page."

"Select the [Branch] the from the pulldown menus. Enter the amount you'd like to contribute and your contact information. It's safe and easy."

AGREE ON AN AMOUNT

"Thank you so much. You'll receive an acknowledgement (and an email confirmation for online giving) from the Y in the very near future. Let me check if the contact information I have for you is correct. Would you prefer to pay your gift in full or on some other basis?" (Complete details of the pledge.) "The YMCA really appreciates your generous support...and so do I."

THINGS TO REMEMBER

- Just tell your story and connect it to the Annual Campaign's significance.
- People don't give because they haven't been asked.
- Being asked to give is a chance for someone to feel good and do good.

To feel best prepared, try to answer the following questions in your response: Why do I volunteer? Why do I give? What benefits have I received from the YMCA? What is the best part of the Annual Support Campaign?

Sample Letter/Email

Email to Previous Campaign Donor

Dear [NAME],

First and foremost, thank you for your previous support of the [YMCA BRANCH NAME] Annual Support Campaign. We are extremely grateful for friends like you who give so generously so that 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 Greenville'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 \$[BRANCH CAMPAIGN GOAL] 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 [2023 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 online at amaymca.org/give, or checks can be sent to:

Arlington-Mansfield Area YMCA
c/o Annual Support Campaign
78 Regency Parkway, Mansfield, TX 76063

Additionally, if you wish to make a pledge that you can fulfill later in the year, please just let me know. As always, thanks for your faithful support of the YMCA's mission.

With gratitude,
[NAME]

Note: You also have the option to include the digital brochure and pledge card to this email request template. To access these resources, visit our online Campaigner Resources page: amaymca.org/campaign-resources

Sample Letter/Email

General Email Asks

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 Support 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 in making a commitment to join our efforts to meet the needs of all in our community.

Sincerely,

[NAME]

Sample Letter/Email

Follow-Up Email

Dear [NAME],

As you may know, in [INSERT COUNTDOWN, I.E. 14 DAYS] the YMCA of Greenville's Annual Campaign will reach its last day of the official campaign! While you can still give year-round, giving before [CAMPAIGN END DATE] is especially important to help us reach our goal by the campaign 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 Support 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 amaymca.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]

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 Support Campaign to raise money for scholarships and program support. In the past, you have generously helped us reach our goal.

These generous contributions help thousands of community members by providing financial assistance and subsidized programs 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, swim lessons, afterschool and many other programs. Would you be willing to renew your pledge to the Y this year?

[Many will ask what they gave last year – you will have that information on the call list you receive from Staff]

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 'Arlington-Mansfield Area YMCA' and sent to:

**78 Regency Parkway
Mansfield, TX 76063**

If they prefer to give now, the online giving website is:

amaymca.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!

Frequently Asked Questions

WHAT IS THE YMCA?

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

IS THE YMCA A CHARITABLE ORGANIZATION?

Yes. The YMCA of Greenville 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. The YMCA of Greenville is reviewed annually and maintains an accredited charity designation by the Better Business Bureau.

WHAT IS THE ANNUAL SUPPORT CAMPAIGN?

As a nonprofit dedicated to strengthening the community, the Y has a need to raise charitable funds. The Annual Campaign is the primary fundraising vehicle 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 or reduced cost to those who need them the most.

DOES THE MONEY RAISED THROUGH THE ANNUAL SUPPORT CAMPAIGN STAY LOCAL?

Yes. When you give to the Y, your gift has a meaningful, lasting impact right in your own Y Community. All donations to the AMA 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 Support 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 better community for all.

HAVE ADDITIONAL QUESTIONS?

For more assistance, call your branch staff or volunteer campaign leaders at any time (page #).



ARLINGTON-MANSFIELD AREA YMCA