



YMCA OF HONOLULU

2024 Annual Campaign Handbook



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Stronger Communities. That's Y.

The YMCA Annual Campaign



It's about people

The Y is a place where everyone is welcomed regardless of race, age, religion, orientation or financial standing.

It's providing resources to support those in need

Annual Campaign contributions are invested in people – assuring no one is turned away due to a lack of funds. Instead, children and teens are provided access to programs offering safe outlets, positive role models and opportunities to achieve their full potential. Families and individuals can grow and thrive through our wellness programs, child care, camp and aquatics.

It's an opportunity to help others and give back to our community

The YMCA of Honolulu is a 501(c)(3) charity and one of the largest non-profit organizations on Oahu, dedicated to helping children and families live healthier, more productive lives in spirit, mind and body.



The Y brings together more than 500 people just like you as Annual Campaigners to raise funds for individuals and families in need.

Case for Support

Why the Y

Creating Health Equity

Our YMCA is committed to strengthening communities throughout Oahu by ensuring every individual has the opportunity to thrive by accessing Y services and programs. Your dollars will...



Secure financial stability of the YMCA operation to better serve our most vulnerable and marginalized communities.

Provide financial assistance to fund scholarships for YMCA membership and critical programs that support people from all walks of life.

Address economic disparities within communities by providing crucial services and support to those in greatest need.

Nurturing Youth Development

Our YMCA is committed to nurturing the potential of every youth by offering holistic programming that enhances, protects, and nurtures the unique development journey of every child and teen. Your dollars will...



Serve working parents and families in early education and childcare programs to provide academic support, recreational activities, and social-emotional growth.

Provide programs and experiences that encourage social, emotional, cognitive and physical development for children ages 3 to 17.

Strengthen Mental and Physical Health

Our YMCA is committed to providing services and programs that encourage social, emotional, cognitive, and physical development through holistic programming and authentic experiences. Your dollars will...



Provide mental and behavioral health care such as support groups, therapeutic support, and programs that focus on wellbeing.

Improve our community's health by providing programs and activities that promote overall wellbeing and improve quality of life, from health and wellness programs to social services.

Continue to ensure that our YMCA is a safe place for children to play, teens to connect with one another, and adults to focus on strengthening their spirit, mind and body.

Better Together

Your Role as a Volunteer

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

Make your gift first

Your gift demonstrates your commitment and belief in the YMCA. After making a personal gift, it is much easier to ask someone else to do the same.

Attend campaign events

Be active in team trainings, Annual Campaign events, branch report nights and your victory celebration. You'll meet other campaigners, learn more about Y programs, receive important campaign tools and information, and celebrate success by hearing from individuals whose lives you are helping to change.

Tell the YMCA Story

Let people know how the Y is strengthening the community and improving the quality of life for children, teens, adults and families.

Ask

Share our Y story and ask your family and friends to join you in making a gift to the Y.

Submit completed pledge cards weekly

Please turn in cards to your branch campaign office for both those who give and those who decline. We're happy to provide envelopes if you'd rather mail them in!

Write personal thank you notes to the donors you solicit

A hand-written thank you note is important, and should be sent, ideally, as soon as 48 hours, but no later than one week from when a donor makes a pledge or gift. You will receive YMCA Mahalo cards and can return them to the branch to be mailed out when a donor makes a pledge or gift.



Making A Difference

What Your Gift Can Provide

Your gift will help empower people of all ages to achieve their potential, lead healthier lives, and strengthen the bonds of our community.



\$50

Give a week of hot lunches and companionship to provide food security and prevent social isolation for a kupuna.

\$140

Give a child the joy of being safe in the water with swim lessons.

\$275

Provide a week of day camp to keep a child thriving during school breaks.

\$330

Give a family in need the gift of healthy programs with a 3-month Y membership.

\$550

Provide specialty classes to help kūpuna find their balance, prevent falls and maintain their independence and health.

\$700

Help a teen see and realize their future with a week at Y College Camp.

\$1,385

Provide a month of preschool to support a toddler's successful start on their academic journey.



Preparing For Success

Using the Pledge Card

The pledge card is critical to the campaign operation

Every effort is made to ensure that there is only one card per prospect to prevent duplicate solicitations. You may request a certain person's card but should not call anyone without obtaining a pledge card first.

Donor pledge cards represent those who pledged in the past two years or are current members or participants at the YMCA.

Blank pledge cards should only be used when a donor pledge card is not available.

Completing the Pledge Card

1. Verify the donor's name, address, email and phone number. Note any changes on the card.
2. Indicate the branch(es) to which the gift or pledge should be designated. Checks should be made payable to the YMCA of Honolulu.
3. Note Method of Payment and billing instructions. For EFT payments by credit card, keep in mind a pledge must be paid by end of the calendar year.
4. Gifts of stock are accepted by the YMCA. Please contact the Development Office at (808) 541-5470.
5. Ask if the donor's company matches gifts. If so, please indicate the name of the company and the dollar amount the company will match. Do not include match amount in the donor's total pledge amount.
6. Print your name and date clearly in the Solicitor and Date of Pledge boxes so that the gift will be credited to you.

Returning the Cards to the YMCA

- Please return all completed pledge cards to your branch promptly, do not hold onto checks.
- If you are unable to contact a prospect, return the pledge card to your branch as soon as possible so someone else may have an opportunity.

Email Pledge Confirmation

Example of pledge confirmation language via email: "Please reply to this email and confirm your pledge in the amount of \$XXX to the Annual Campaign, to be paid monthly, quarterly, annually (choose one), beginning on (date). By providing this information, we are better able to record your pledge accurately. Thank you!"



Expanding Our Pool

Direct Mail Solicitation

Did you know many new donors start giving to a non-profit first through direct mail?

That's why we have a direct mail fundraising effort at the Y. Two different letters are going out that may impact some of your donors. The first arrived in mid-December and the second will be mailed in late-February.

What does this mean for you as a campaigner? Take a look at your pledge card in the AC Notes section. If you see 2023 DBD YE Mail that means they received a letter asking for support in December. If they did not make a donation based on that letter it is likely that they will be receiving the second mailer in late February.



How do you know if they gave?

Your branch executive director, your branch contact for Annual Campaign, or Penny Saruwatari (psaruwatari@ymcahonolulu.org or (808) 541-5480) at the Metro office can give you the names of your donors who gave.

Now, if any of your donors gave through the letter you still get credit for their gift! We still encourage you to call and thank them for their gift and, if appropriate, ask them to give again. If you receive any questions, these talking points may help:

I already donated, why are you asking me again?

Thank you for your donation to the Y. We couldn't do it without you! As you know, the need for all individuals in our community to have access to our programs is increasing and we need additional support to help meet these needs.



If they ask not to be asked again-

Absolutely, so sorry and thank you so much for your donation! [Collect their current information and give it to your branch point of contact with a notation that they have already donated and do not wish to be asked again this year]

Do not send me another letter again/Take me off your mailing list

I am so sorry, I will make sure to take care of this for you. [Collect their current information and give it to your branch point of contact with a notation to remove them from the mailing list]

Staying Connected

Online Campaign Tools: bit.ly/YCampaigner



Videos

On our Y YouTube Channel (youtube.com/ymcahonolulu), you'll find powerful, first person accounts of the impact the Y makes.



Social Media

"Like" and follow our YMCA of Honolulu on Facebook, Instagram and Twitter. During the campaign, you'll see posts and receive new stories you can easily share and promote.



Email

Ensure we have your correct email address. During the campaign, stories will be released to our members and the community, making it an opportune time for you to approach campaign prospects.



Online Giving

Donations can easily be made online safely and securely through our Y website or through your own online giving page!



Y Website Giving Instructions

- Go to our Y website (ymcahonolulu.org) and click on the "Donate Now" button. Complete the required fields including choosing the Y branch you'd like to give to and filling in the name of the Campaigner who asked you for the donation in the comment field.
- You will receive an automatic email receipt.

Online Giving Facts

- Online giving requires a credit card and can accept one-time gifts.
- If a donor would like to be billed or make a donation payment in installments, please fill out a pledge card or donation form and turn into your branch.

Make Your Own Donation Page

You can make your own personalized fundraising page where you share your Y story and photos. Start your page here: bit.ly/YCampaigner.

Click on your branch page and register to fundraise, set your goal and more there.

Making Your Goals

Keys to Success

Get Familiar With YMCA Programs

We encourage you to visit your branch, talk to staff and ask questions. It will be easier to tell others about the programs when you can share a personal experience.

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!

Emphasize Pledging

Most people can give more over a period of time than at any given moment. Four payments of \$250 becomes a generous gift of \$1,000. Even just \$10 for 10 months is \$100!

Ask About Matching Gifts

Ask the donor if their employer has a matching gifts program. If so, be sure to contact your Development Team and they will follow up with them. In order for a gift to be matched, a payment must be made out to the YMCA of Honolulu or your local branch. All organizations have to prove the gift is going to a 501(c)(3) charity for their audits.

Thank Donors Personally

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.

Veteran Campaigner?

Help us double our 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.

Why The Y?

Frequently Asked Questions



What is the YMCA?

The YMCA of Honolulu is a not-for-profit 501(c)(3) organization funded by membership and program fees, contributions from YMCA friends, corporations, foundation grants and Aloha United Way support.

We are joined together by a shared commitment to nurture the potential of children, promoting healthy living and fostering a sense of social responsibility. The YMCA delivers youth, senior, and family health and fitness programs and much more. Each YMCA branch is unique and responds to the needs of its own community.

How does the campaign fit into the branch budget?

The YMCA of Honolulu raises funds through our Annual Campaign. The dollars raised in each branch campaign support programs that serve their community and ensure equitable access for everyone.

Why should I give money to the Y? I already pay membership dues.

Your dues cover the cost of running the Y and providing you with the best member experience. But your dues do not support funding outreach programs and financial assistance. Your support in this campaign will provide safe, high quality, character-building programs for children, teens, adults and families who need our Y, but cannot afford it. Put simply: your membership is a gift you give to yourself, your donation is a gift you give to others.

Why should I give to the Y? I'm not a member.

Your support is still needed! You benefit by having a strong YMCA in our community that provides meaningful opportunities to help young people grow into responsible adults. The YMCA makes our community a better place to live and work.

Doesn't the YMCA receive Aloha United Way funding?

Yes. The Aloha United Way is an important partner in helping the YMCA deliver programs and services. However, the majority of funds raised for community outreach are supported by funds raised through our Annual Campaign and grants.

Have a question you can't answer?

For assistance, call your branch campaign leaders or branch staff at any time.

Storytelling

Sharing your “why”



Storytelling has emerged as one of the most powerful methods for communicating the Y’s cause and advancing critical efforts such as fundraising; engaging staff, members, boards and community representatives; and building a cause-driven culture. Storytelling is a key technique that celebrates and reminds us to live our cause every day.

As a YMCA volunteer, it is important that you can share your own story with people in the community. Below is a prompt to help you think about your Y story. Fill out the prompt to help you articulate how the Y has made a difference in your life or someone you know, then practice your story with a friend. This tool will help you communicate the Y’s cause to your potential donors. Give it a try!

ASK ME WHY

I’ve been involved with the Y since: _____

My first experience with the Y was as a/an: _____

when I _____

Currently, at the Y I am a/an: _____

and serve our members and community by: _____

The person I am most thankful for meeting at the Y is: _____

He/she comes to the Y to/for: _____

What inspires me about him/her is: _____

The Y has helped him/her by: _____

If I had just 30 seconds to share with someone how the Y is so much more,

I would share _____’s story and say: _____

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 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 (tell 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 and as we still recover from the COVID-19 pandemic, this is more important than ever. Annual Campaign dollars underwrite scholarships for things like afterschool programs, summer day camp, swim lessons and YMCA memberships."
- "Annual Campaign dollars also let the Y be flexible and nimble in responding to changing needs of the community."
- Use your storytelling script on the previous page.

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.ymcahonolulu.org. Just click the 'DONATE' button on the home page and it will take you to a secure page."

- "Select the [Branch] and the [Designation] from the pulldown menus, and then add my name as a campaigner in the comments section. Enter the amount you'd like to contribute and your contact information. It's safe and easy."
[or reference your personal campaigner profile]
- "You can also make a donation online using my personal campaigner profile page. I'll send you the link now."

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."

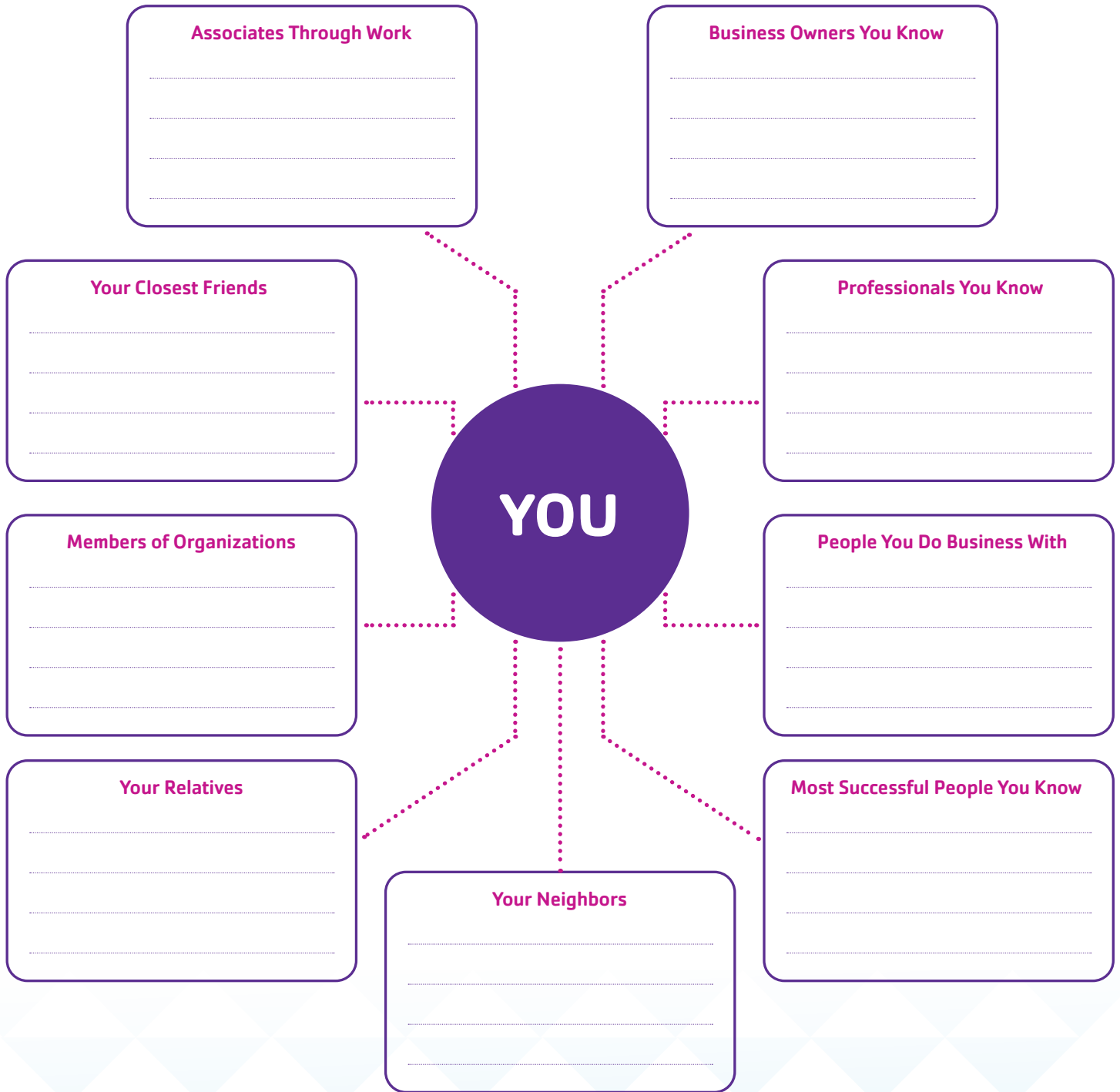
THINGS TO REMEMBER

- Just tell your story and connect it to the Annual Campaign's significance.
- The number one reason people give is because someone asked them.
- 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: Why do I volunteer? Why do I give? What benefits have I received from the YMCA? What is the best part of the Annual Campaign?

Circle Of Influence

Who Do I Ask?



Tracking Workbook

MyGoal:

TOTAL GIFTS/PLEDGES

\$ RAISED

% OF GOAL

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Notes:

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Stronger Communities. That's Y.

**AT THE Y, YOUR GIFT EMPOWERS
THOSE IN NEED.**



METROPOLITAN OFFICE

1441 Pali Highway
Honolulu, HI 96813
Phone: (808) 531-YMCA

ATHERTON

1810 University Avenue
Honolulu, HI 96822
Phone: (808) 946-0253

CAMP H.R. ERDMAN

69-385 Farrington Highway
Waialua, HI 96791
Phone: (808) 637-4615

CENTRAL

401 Atkinson Drive
Honolulu, HI 96814
Phone: (808) 941-3344

KAIMUKĪ - WAI'ALAE

4835 Kilauea Avenue
Honolulu, HI 96816
Phone: (808) 737-5544

KALIHI

1335 Kalihi Street
Honolulu, HI 96819
Phone: (808) 848-2494

LEEWARD

94-440 Mokuola Street
Waipahu, HI 96797
Phone: (808) 671-6495

MILILANI

95-1190 Hikikaulia Street
Mililani, HI 96789
Phone: (808) 625-1040

NU'UANU

1441 Pali Highway
Honolulu, HI 96813
Phone: (808) 536-3556

WAI'ANAE

86-071 Leihoku Street
Waianae, HI 96792
Phone: (808) 696-2287

WINDWARD

1200 Kailua Road,
Kailua, HI 96734
Phone: (808) 261-0808