



**YMCA OF  
HONOLULU**

**A HAND TO HOLD.  
THAT'S THE Y.**

**2025 Annual Campaign  
Handbook**



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# THE HISTORY OF THE YMCA

The YMCA of Honolulu was founded in 1869 and is the story of a growing, changing Honolulu. It started from an idea in the minds of a small group of thought leaders to the expansion of what it is today – one of the largest nonprofit organizations in Hawai'i, providing hundreds of programs and activities for generations of Hawai'i's residents.

## WHY DOES THE ANNUAL CAMPAIGN MATTER?

The Annual Campaign is vital to the YMCA of Honolulu, providing essential funding for programs, services, and financial assistance. Through the collaborative efforts of dedicated staff and volunteers, the campaign raises charitable donations from individuals, businesses, foundations, and community organizations.

Last year, our Annual Campaign made a meaningful impact, supporting thousands of families across our community. Thanks to the generosity and hard work of volunteers and staff like you, we're building stronger communities and creating opportunities for everyone.

## HOW DOES IT WORK?

Volunteers and staff come together to share their Y Story with their social networks, including friends, family, colleagues, fellow members, businesses, and program participants. By showcasing the Y's transformative impact on the lives of neighbors in our community, they inspire others to join in supporting the Y's charitable mission and making a difference together.



# IT'S ABOUT PEOPLE

## A PLACE FOR ALL

The Y is a place for everyone, welcoming people of all backgrounds, ages, races, religions, orientations, and financial circumstances. Here, inclusivity and community thrive.

## NO ONE IS TURNED AWAY

The Annual Campaign ensures that vital resources are available to support those in need by investing directly in people. These contributions make it possible for the Y to guarantee that no one is turned away. Children and teens benefit from programs that offer safe spaces, positive role models, and opportunities to reach their full potential. Families and individuals thrive through wellness programs, childcare, camp, and aquatics – building healthier, stronger communities together.

## GIVING BACK TO OUR COMMUNITY

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



# FULFILLING OUR MISSION

With over 2,000 YMCAs across the U.S., 73% of the population lives within 10 miles of a Y. This proximity gives us a unique opportunity to create meaningful, positive change in the lives of our neighbors.

Each year, our community encounters new challenges that spark new needs. While others may see obstacles, the Y sees opportunities – empowering our members, volunteers, and staff to step up and make a difference where it matters most.

## OUR AREAS OF IMPACT

### YOUTH DEVELOPMENT

Empowering young people to reach their full potential.



### HEALTHY LIVING

Improving individual and community wellbeing.



### SOCIAL RESPONSIBILITY

Engaging others to join us in giving back and providing support to our neighbors in need and inspiring action in our communities.



# WHY SUPPORT 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 help people from all walks of life.
- Address economic disparities within communities by providing crucial services and help to those in greatest need.

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## 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.

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## STRENGTHENING 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, including group therapy, therapeutic treatment, 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.



# YOUR ROLE AS A CAMPAIGNER

## PURPOSE

Work alongside your branch to reach our fundraising goals. Share the Y story with members and the community to encourage gifts, support, and volunteerism at the YMCA of Honolulu.

## CAMPAIGNER RESPONSIBILITIES

- Make a meaningful personal gift to the campaign.
- Personally solicit gifts from pledge cards and work on finding new donors.
- Utilize provided materials to learn about the YMCA of Honolulu's impact in the community.
- Share your personal Y story with fellow campaigners and your community to encourage campaign support.
- Attend training, kick-offs and victory celebrations at your branch.

## KEYS TO SUCCESS

- **Get to be familiar with the YMCA Programs**

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.

- **Aim High, Be Specific**

When the time is right, ask for a specific amount and focus on services. If the donor has made a gift in the past, encourage an increase with this year's gift.

- **Emphasize Pledging**

Pledge payments can be made all year. Most people can give more over a period of time. Four payments of \$250 becomes a generous gift of \$1,000. Even just \$10 for 10 months is \$100!

- **Thank Donors Personally**

Always follow up with a personal thank you note. Donors feel passionate about their charitable giving, and often have a personal connection to the Y. Try to recreate the feeling the donor had when making the gift.

## END RESULTS

- A sense of satisfaction at having made a difference in the lives of individuals, children and families we serve in our community.
- Achievement at reaching your branch's Annual Campaign Goal.
- Friendships and networking with fellow peers.

# MAKING A DIFFERENCE

## WHAT A 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 kūpuna.



**\$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.

Donor pledge cards represent those who pledged in the last two years, current members or program participants at the YMCA.

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

## COMPLETING THE PLEDGE CARD

- Verify information is correct. Notify of any changes on the card.
- Indicate which branch the donation will go to.
- Record the payment method and billing instructions. Payments are due by 12/31/2025.
- Gifts of stock are accepted. Please contact the development team to complete this.
- Return pledge cards and any payment to your branch weekly.
- If you can't reach a donor listed on your pledge card, return the card to your branch.

## RETURNING THE PLEDGE CARD

- 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 first give to a non-profit through direct mail? The Y is running a direct mail fundraising campaign with three letters. The first was sent in mid-December, the second will go out in late February, and the final will go out in June.

Check the Annual Campaign Notes section on the pledge card. If you see “2024 DBD YE Mail,” it means they received a letter in December. If they haven’t donated yet, they’ll likely get the second letter in February.

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## CAMPAIGNER RESPONSIBILITIES

Your branch executive director, your branch contact for Annual Campaign, or Arnie Villaruel (avillaruel@ymcahonolulu.org) or 808-541-5483 at the Metro office can give you the names of your donors who gave.

Now, if any of your donors gave through the direct mail letter, you still get credit for their gift! We 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:

- If they say, “I already donated, why are you asking me again?”

**Reply:** 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 say, “I’ve already been asked, please do not ask me again.”

**Reply:** 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]

- If they say, “Do not send me another letter” or “Please take me off your mailing list.”

**Reply:** 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]



# COMMONLY 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.



# STORYTELLING

## SHARING YOUR “WHY”

Storytelling is 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. By sharing stories, we celebrate the Y’s impact and remind ourselves to live its mission every day.

As a YMCA volunteer, your personal story is a valuable tool for connecting with people in the community. Sharing how the Y has touched your life—or the life of someone you know—can inspire others to support our mission.

Below, you’ll find a prompt to help you reflect on your Y story. Use it to articulate how the Y has made a difference, and then practice sharing your story with a friend. This exercise will help you communicate the Y’s cause more effectively and inspire potential donors to join us in making a difference. 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: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# CAMPAIGNER PROSPECT WORKSHEET

**YOU**

**Family Members:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Neighbors:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Y Members & Volunteers:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Friends:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Professionals you know:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Organizations & Clubs:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Work Associates:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Past Donors & Supporters:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Customers & Clients:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Past Donors & Supporters:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# SAMPLE SCRIPT

## 1. 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.”

## 2. DISCUSS THE CASE FOR SUPPORTING THE YMCA

“This year, our goal is to raise \$ \_\_\_\_\_ to support programs and services that benefit children and families across our community. The funds from our Annual Campaign help provide financial assistance for essential services such as after-school programs, summer day camp, swim lessons, and memberships.”

## 3. REQUEST A SPECIFIC DOLLAR AMOUNT

“Will you consider a contribution of \$ \_\_\_\_\_ this year. You have all year to pay this pledge. No money is due now, this is a pledge for which we will invoice you. (Silence to let them answer).”

## 4. AGREE ON THE AMOUNT

“Thank you so much. You’ll receive an acknowledgment letter to thank you for your gift 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 now or pay later? The YMCA really appreciates your support and so do I.”

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## THINGS TO REMEMBER

- Just tell your story and connect it to the Annual Campaign’s impact.
- People don’t give because they haven’t been invited to give. They want to make a difference and help, we just need to ask.
- Being asked to give is a chance for someone to feel good and do good. To feel better prepared, try to answer the following questions in your response:
  - Why do I volunteer and work for the Y? Why do I give?
  - What benefits have I received from the YMCA? What is the best part of the Annual Campaign?



# TRACKING WORKBOOK

**My Goal:** .....

**TOTAL GIFTS/PLEDGES**

**\$ RAISED**

**% OF GOAL**

Week 1 .....

Week 2 .....

Week 3 .....

Week 4 .....

Week 5 .....

Week 6 .....

**Notes:**

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# STAYING CONNECTED



## ONLINE CAMPAIGN TOOLS

Visit <https://bit.ly/YCampaigner> to access a variety of helpful tools, including an online campaigner handbook, sample email and letter templates, and more.



## VIDEOS

Visit our Y YouTube channel ([youtube.com/ymcahonolulu](https://www.youtube.com/ymcahonolulu)) to explore powerful firsthand stories showcasing the incredible impact of the Y.



## SOCIAL MEDIA

Be sure to “like” and follow the YMCA of Honolulu on Facebook, Instagram, and Twitter. Throughout the campaign, you’ll find posts and inspiring new stories that you can easily share to help spread the word and show your support.



## EMAIL

Make sure we have your correct email address. Throughout the campaign, we’ll share inspiring stories with our members and the community, creating the perfect opportunity for you to connect with potential campaign supporters.



## ONLINE DONATIONS

Donations can be made quickly, safely, and securely online through our Y website [ymcahonolulu.org/donate](https://ymcahonolulu.org/donate) or through your personal online giving page!



## ONLINE FUNDRAISING

Want to make your own fundraising page to easily share with your friends and family? Visit <https://give.classy.org/YMCA2025AC> to sign up on a specific branch team and start fundraising!







# YMCA OF HONOLULU

## 2025 Annual Campaign



### ASSOCIATION OFFICE

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

### ATHERTON YMCA

2600 Campus Road  
QLC 102/104  
Honolulu, HI 96822  
Phone: (808) 946-0253

### CAMP H.R. ERDMAN

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

### CENTRAL YMCA

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

### KAIMUKĪ-WAI'ALAE

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

### KALIHI YMCA

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

### LEEWARD YMCA

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

### MILILANI YMCA

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

### NU'UANU YMCA

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

### WAI'ANAE YMCA

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

### WINDWARD YMCA

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

FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY