

DOLLARS AT WORK

Please refer to this gift chart in your conversations with donors. It has been crafted to show the impact a single gift can make to the Summit Area YMCA. It empowers donors to make gifts that match their personal interests for giving as well as the Y's goals for addressing community needs.

\$100

1 year of membership for a 7th Grader to be active and learn healthy habits

1 year of free lifesaving swim lessons for a 2nd Grader

\$250

1 week of preventing summer learning loss at Summer Camp for 1 Child

7 months of free weekend meals for a local family in need through the Family Backpack Program

8 weeks of 1 Youth Enrichment class for a toddler

\$500

1 Achiever student will receive college prep, tutoring, and testing.

\$1,000

1 Senior Adult will be able to become more healthy and socially connected with an Annual Membership

1 month of providing a child with life lessons, activities, and friendships in Summer Camp

1 Military Family Annual Family Membership



\$2,500

1 Year of Before School Programming for 1 Child

\$5,000

Provide for 5 Military Family Memberships to military families whose loved ones are deployed

\$10,000

1 Year of College Tours for 20 High School Achievers

We want to thank you, our Campaigners for your dedication and commitment to supporting our community in this very visible manner. You are one of the reasons why the Y is so special and unique.

THANK YOU



"WHEN I LOST MY JOB, THE ONLY CLARITY I HAD WAS THAT I DIDN'T WANT MY CHILDREN TO GO WITHOUT. Ashamed and embarrassed, I turned to the Summit YMCA for financial assistance so that my son could attend summer camp. The staff at the Y were very welcoming, caring, and respectful—they made me feel like family and gave me the will to push forward. My son learned skills he wouldn't have at home. He had fun, gained confidence as a swimmer and the Y offered my family hope when I felt there was none. With the biggest smile from my heart, I say thank you to the YMCA."

— Miaya, Summit Area YMCA Member

QUESTIONS? Contact Us:

ASSOCIATION SERVICES

Ceci Aristizabal, Campaign & Community Engagement Manager
490 Morris Avenue (P) 908 738 2175
Summit, NJ 07901 (E) ceci.aristizabal@thesay.org

BERKELEY HEIGHTS YMCA

Tiffany Escott, Executive Director
550 Springfield Avenue (P) 908 464 8373
Berkeley Heights, NJ 07922 (E) tiffany.escott@thesay.org

SUMMIT YMCA

Terri Clinton, Executive Director
67 Maple Street (P) 908 273 3330
Summit, NJ 07901 (E) terri.clinton@thesay.org

THE LEARNING CIRCLE YMCA

Joyce Klimaski, Executive Director
95 Morris Avenue (P) 908 273 7040
Summit, NJ 07901 (E) joyce.klimaski@thesay.org



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YOUR 30 SECOND ELEVATOR SPEECH

An elevator speech is a clear, brief message that communicates who you are, what you're looking for and why you do what you do. It's typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an elevator.

STEP-BY-STEP GUIDE TO YOUR VERY OWN ELEVATOR SPEECH

Answer these questions to develop your story when speaking to a potential donor. Your elevator speech will gain their trust—a person is more likely to donate when the person asking actually cares about the cause they are raising funds for.

- » Why do you support the Y?
- » What makes the Y special?
- » What programs do you care about at the Y?
- » How do Y programs and services contribute to “a better us”?

PROVING YOUR CAUSE

EDUCATE YOUR PROSPECT

Sometimes, people don't donate simply because they don't know enough about your cause. Here are some frequently asked questions that can help you guide a prospect to becoming a donor.

EXAMPLE: I ALREADY PAY MEMBERSHIP DUES, WHY DO I NEED TO DONATE TO THE Y?

YOUR RESPONSE: Actually, the Y's financial assistance program is 100% funded by donations. Membership fees cover our facilities and other operating expenses but do not fund our financial assistance program. The financial assistance program ensures that everyone in our community has the opportunity to access our programs and services, regardless of their financial circumstances.

EXAMPLE: WHAT IS SO SPECIAL ABOUT THE Y?

YOUR RESPONSE: We are committed to serving individuals of all ages, backgrounds, and abilities, which in turn, strengthens the foundations of our community. The Y has both a nationwide and global presence whose daily work contributes to building a stronger, healthier, and more connected world.

HOW DOES THE Y SAVE AND CHANGE LIVES IN OUR COMMUNITY?



AQUATICS We teach children the life-saving skill of swimming, providing financial assistance to families in need to learn a skill that encourages healthy lifestyles and prevents drowning.



CAMP: The Y ensures children spend time outdoors, practicing important social and decision-making skills, while guided by positive Y camp counselors. This past summer, SAY provided 117 members with Camp Scholarships.



CHILDCARE: All children deserve nurturing, stimulating and age appropriate quality childcare. The Y provides innovative all-day Kindergarten, Pre-school, Infant and Toddler care as well as After school care to families in need.



COLLEGE PREP: We level the playing field for economically disadvantaged teens to ensure that they are prepared for college. The Y's Achievers Program, a college & career readiness program to help students.



7TH GRADE INITIATIVE: All 7th graders in the area are provided a free Y membership in an effort to promote healthy habits.



LIVESTRONG® AT THE YMCA: Cancer survivors receive health and wellness programs so they can recover physically and emotionally, form supportive connections and become fully engaged in community life.



MILITARY SCHOLARSHIPS: The Y supports the needs of military personnel and their families who need a place to relieve the enormous strain of being separated from a loved one.

MAKE A PLAN



TALK FIRST, ASK LATER.

Get a meeting with your prospect so you can have the opportunity to talk about your work at the Y (here comes your elevator speech!) and have a discussion where you can identify your prospect's passions and interests. Remember, donors only donate about causes they care about. **Align their interests with what the Y offers and show them how they can make a difference.**

EXAMPLE: DONOR A cares about the health of kids.
YOUR PITCH: Did you know? The Y has a great program called the 7th Grade Initiative, where we provide free memberships to 7th graders. That membership provides them free equipment demonstrations in the fitness center, access to safe spaces to socialize and learn healthy habits that will follow them into adulthood!



DON'T ASK FOR MONEY, OFFER AN OPPORTUNITY TO MAKE AN IMPACT.

Asking for money is no fun—whether you're the person asking or the person being asked. Instead, offer the donor a chance to make an impact in the area they are passionate about.

EXAMPLE ASK: Your gift to the Y's Annual Campaign can save or change the life of a child or family in our community. Would you consider a gift of \$100 to provide one free membership to a 7th grader?

Best Practice when it comes to dollars?

Ask for a specific amount and one that is at least 20% higher than last year's gift, or that you know is within the capacity of the donor. (Increase a \$100 gift to a \$120 gift.)



THANK. NO MATTER THE OUTCOME.

Always thank your listener for their time—and hopefully, their treasure. Remember sometimes a no, simply means not now.