FOREVER TOGETHER
TREASURE VALLEY FAMILY YMCA CAMPAIGNER HANDBOOK
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Thank you
First and foremost, thank you in advance for your time and effort in supporting the 2021 Annual Community Campaign! Together, we can make our community better.

What is the Annual Community Campaign?
The Y is a charitable organization and, as such, we raise funds during the Annual Community Campaign to ensure:

- All community members have access to the Y with the help of Financial Assistance.
- Programs and services continue to meet our growing community needs.

Campaigner Handbook
The materials in this handbook will enable you to be successful in meeting and exceeding your campaign goals. In addition, your YMCA staff and volunteer teams are available to provide support and answer questions.
Our Mission

We strengthen the foundations of community by developing successful youth, engaging people in healthy living, and instilling a commitment to social responsibility.

Youth Development
The YMCA’s focus on youth development is evident in their Child Development and Youth programs. These include child care, preschool, before and after school, sports, fitness, arts, education, leadership, and camp programs. The YMCA operates 24 child care and preschool sites across the Treasure Valley and partners with many groups and organizations to provide hundreds of youth programs to tens of thousands of kids every year. These programs help children develop values, improve skills, and build healthy relationships, which results in positive behaviors, better health, and academic achievement.

Healthy Living
Through the YMCA’s four Treasure Valley facilities and hundreds of programs, youth, adults, and families have access to endless opportunities to achieve healthy living. There is a place for everyone in the YMCA’s programs, which include swimming, land and water sports, weight loss and nutrition, disease prevention and management, wellness coaching, workplace wellness, group exercise, baby/parenting wellness, and a dozen community-based races and triathlons held throughout the year. YMCA staff are qualified and devoted to providing the support and safety one may need on his/her journey to a healthier, happier life.
Social Responsibility

The YMCA’s commitment to social responsibility and to providing support to community members of all ages to help them reach their potential and live a healthy, happy life is at the root of its work. The YMCA believes every child is of promise and that the Treasure Valley can be the healthiest place on earth, yet there are many serious issues that keep these beliefs from becoming a reality. And as the Treasure Valley grows, so do these issues and the need for the YMCA’s presence in the community.

The Treasure Valley Family YMCA is a 501(c)3 Nonprofit Organization. Our Tax ID number is 82-0200908.
A SUCCESSFUL CAMPAIGNER WILL...

- Make your own meaningful gift or pledge to give.
- Attend meetings, a success clinic, and campaign events; a great way to connect and learn more!
- Think about your connection to the Y. Share your Y story and why you care with potential donors.
- Ask for meaningful gifts from at least 5 donors.
- Communicate weekly and report to their Y Staff Liaison about pledges secured.
- Personally thank donors.

We want our volunteers to have an amazing experience, beginning with the recruitment process and throughout their volunteer work. As an organization focused on youth development, healthy living, and social responsibility, we ask that all representatives, including volunteers, complete the necessary forms and training before they represent our Y. Volunteers to be requested to complete the following:

- Register with VolunteerMatters by going to: https://ymcatvidaho.volunteermatters.org/register
- Upon registering with Volunteer Matters, the site will prompt you to complete the following:
  » Sign to the Y’s Code of Conduct
  » Sign the Background Check & Volunteer Agreement
  » Upload a photo ID
  » Agree to complete child abuse prevention training (you will receive access to the training via email within 3 business days of applying. The notification comes from system@safetyskills.com)
TIPS FOR A SUCCESSFUL CAMPAIGN

• Make your pledge first. The most important thing a campaigner can do to be successful is to make their own gift first. It is much easier to ask prospective donors to give to a cause you have also given to.

• Know your YMCA. Be familiar with how the YMCA is using the campaign funds. Be able to interpret the campaign and the need for it. Know the facts and figures and relate to your prospect’s personal interests.

• Attend Campaign events. Campaigner trainings, the Kickoff party, and Celebration event are great opportunities to meet other campaigners, learn more about Y programs, and create a sense of teamwork among our volunteer community!

• Plan your approach. What is the potential donor’s relationship to the YMCA? What concerns do they have about the community or youth? What interests do they have? Include information on programs that the donor might consider supporting. Know your donors past giving to the Y. Plan how much you will ask them to give or to increase their previous pledge amount.

• Why do you give? Share your own involvement with the YMCA and the impact it has had on you or your family. Share stories detailing the Y’s positive influence in our community, which can be found in the campaign brochures, and on our website.

• Ask about matching gift programs. Ask your donor if their employer offers a matching gift program. This could double the size of their support.

• Thank your prospects and donors. Every campaigner is encouraged to send a note of thanks to their donors. Even if you do not get a contribution, make a friend for the YMCA and thank them personally.
BECAUSE OF SUPPORT LIKE YOURS WE WERE ABLE TO:

YOUTH DEVELOPMENT

Provide over 550 Treasure Valley students with a safe space and caring Y Staff to help engage in remote learning.

Provide 43 virtual educational activities available to all youth in the community.

Safely served over 1000 campers at YMCA Camp at Horsethief Reservoir.
HEALTHY LIVING

Provide 1,550 Virtual Group Exercise classes with 49,097 participants in three months.

Provide ongoing, virtual support to 169 participants in YMCA Healthy Living Center programs.

SOCIAL RESPONSIBILITY

Provide 3000+ courtesy calls to check in with seniors and members on their well-being.

Distribute 167,350 lbs of food through the Farm to Families program, in partnership with Grasmick Produce.
My business colleagues:
1. ..............................................
2. ..............................................
3. ..............................................
4. ..............................................
5. ..............................................

My associates in other organizations:
1. ..............................................
2. ..............................................
3. ..............................................
4. ..............................................
5. ..............................................

My relatives:
1. ..............................................
2. ..............................................
3. ..............................................
4. ..............................................
5. ..............................................

My customers, clients, patients, etc.
1. ..............................................
2. ..............................................
3. ..............................................
4. ..............................................
5. ..............................................
My vendors and service providers:
1. ..............................................
2. ..............................................
3. ..............................................
4. ..............................................
5. ..............................................

My neighbors, old and new:
1. ..............................................
2. ..............................................
3. ..............................................
4. ..............................................
5. ..............................................

My close friends:
1. ..............................................
2. ..............................................
3. ..............................................
4. ..............................................
5. ..............................................

My daily contacts:
1. ..............................................
2. ..............................................
3. ..............................................
4. ..............................................
5. ..............................................
FREQUENTLY ASKED QUESTIONS

Q. HOW DOES THE Y QUALIFY TO BE A NONPROFIT?
The Y is a private, membership-based, volunteer-founded, 501(c)3, tax-exempt organization with no ties to any political or religious group. The Y qualifies to be a non-profit because it is a charitable organization with the philosophy that no one is turned away because of an inability to pay. We provide Financial Assistance to those who need it, we keep our fees affordable, and we are accessible to anyone who wants to participate. The Y is one of the largest non-profits in the world.

Q. I GIVE TO THE UNITED WAY. DOESN’T THE Y RECEIVE UNITED WAY DOLLARS?
We are proud to be a United Way agency and we partner with them on many programs. However, our allocation from United Way makes up less than 1% of our overall revenue, and these funds are often allocated to support specific programs. Because these funds are not guaranteed from cycle to cycle, the United Way encourages us to continually develop alternative sources of funding.

Q. WHY WOULD I GIVE A DONATION TO THE Y? I ALREADY PAY MEMBERSHIP DUES?
Your dues only cover the costs of Y membership. When you give to the Y, you’re doing your part to strengthen our community—and a strong community is good for everyone. Whether you’re helping a child in need attend summer camp, giving someone the assistance they need to make a healthy change in their life, or contributing to the construction of a new Y facility, your gift will let us continue to affect positive change in our region.
Q. WHY SHOULD I GIVE TO THE Y? I’M NOT A MEMBER?
Your support is still needed. We take on some of society’s biggest challenges, such as narrowing the academic achievement gap, addressing pressing public health issues, and reducing social isolation by giving people a place to connect. The YMCA provides meaningful opportunities for young people to grow into responsible adults, and provides every participant a safe and loving environment. The YMCA makes your community a better place to live, work, and play.

Q. ARE GIFTS TO THE YMCA TAX DEDUCTIBLE?
Yes, the YMCA is a 501(c)3 tax exempt organization. Charitable gifts to the YMCA are tax deductible to the fullest extent of tax laws.

Q. HOW WILL MY DONATION BE USED WITHIN THE YMCA’S BUDGET?
All of the money raised throughout in our Annual Campaign stays in our community. Also, 100% of your donation is used directly to support subsidized programs and scholarships. No portion of the money is used for administrative costs.

Adaptive Dance
THRIVE Center, South Meridian YMCA, December 2020
## CONTACT INFORMATION

**Caldwell YMCA**  
**EXECUTIVE DIRECTOR**  
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erik.bullock@ymcatvidaho.org  

**ADMINISTRATIVE ASSISTANT**  
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**Downtown Boise YMCA**  
**EXECUTIVE DIRECTOR**  
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**ADMINISTRATIVE ASSISTANT**  
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**South Meridian YMCA**  
**EXECUTIVE DIRECTOR**  
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**ADMINISTRATIVE ASSISTANT**  
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**West Boise YMCA**  
**EXECUTIVE DIRECTOR**  
Scott Swanson  
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**ADMINISTRATIVE ASSISTANT**  
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**YMCA Child Development & YMCA Camp at Horsethief Reservoir**  
**SENIOR EXECUTIVE DIRECTOR CHILD AND YOUTH DEVELOPMENT**  
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**ADMINISTRATIVE ASSISTANT**  
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### Your Staff Liaison

Name: ____________________________

### Contact Info

Phone: ____________________________

Email: ____________________________
IMPORTANT DATES TO REMEMBER

ANNUAL CAMPAIGNER CONNECTIONS (CHOOSE 1)
Date / Time: ______________________________
Date / Time: ______________________________
Date / Time: ______________________________
Date / Time: ______________________________
Date / Time: ______________________________

VIRTUAL ANNUAL COMMUNITY CAMPAIGN KICKOFF
April 1, 2021

PLEDGE CARDS RETURNED
May 16, 2021

ANNUAL CAMPAIGN VICTORY CELEBRATION
Date / Time: ______________________________

ADDITIONAL RESOURCES

- Personal Fundraising Page Instructions
- Program Guide
- Stories
- Videos
- Pledge Card
- Brochure

All resources available at:
ymcatvidaho.org/AnnualCampaign/