



## The Keys to Success

### **Make a gift first.**

This is the most important thing for a campaigner to be successful. Lead by example. It's tough to ask others for a gift unless you have already shown a financial commitment.

### **Emphasize pledging.**

Most people can donate more over a period of time.

### **Face to face is best.**

Try and see every prospect in person. When you treat every visit as a major event, you are likely to secure a larger pledge. Statistics show that face to face campaigning has a 75% response rate!

### **Plan your approach.**

Determine in advance what would motivate the prospect to donate the largest gift possible. What programs or activities appeal most to the prospect? Try and consider his/her giving capacity, and what might be the best payment option.

### **Share the YMCA story.**

Giving is largely based on education. Use individual stories to illustrate how the Y is meeting community needs. Then relate the prospect's contribution as creating specific opportunities for others.

### **Visit YMCA programs.**

Knowing first hand what the Y does is crucial. Meet the YMCA staff and ask questions.

### **Aim high and be specific.**

When the time is right, ask for a specific amount. Try and avoid talking dollars. Emphasize how their investment in the Y translates into programs. If the person is a past donor, ask him/her to increase this year's gift.

### **Ask about matching gifts.**

Ask the donor if his/her employer has a matching gifts program. It's a great way to double your success! The donor must send the gifts to the YMCA finance office.

## Think People, Not Dollars

### Here's how a donor's money is invested at the YMCA.

\$65 will allow a child to take swim lessons for six weeks, learning lifesaving swimming skills.

\$100 gives a child the opportunity to play on a YMCA youth basketball team, learning the fundamentals of basketball and teamwork for life.

\$135 can send a youngster to summer camp for a week, providing lifetime memories.

\$165 means a child will have a YMCA membership for a year, providing a safe caring place to spend free time where YMCA counselors and programs shape lives.

\$350 allows a high schooler to attend the yearly Youth & Government conference to learn how the state legislature works.

\$440 helps four fathers and their children to spend true quality time together building strong and lasting relationships through the Y guides program.

\$750 will give a local family the opportunity to experience all the Y has to offer for a year.

\$1,000 will send a child to all day preschool for a month, easing the burden on a family in need.

\$2,500 provides a child with recreation and homework assistance for one year of afterschool care.



## Frequently Asked Questions

### Is my donation tax deductible?

Absolutely, and you will receive a receipt for your records.

### How much of my gift is actually used to help people?

One hundred percent of every dollar donated is invested in people who are in need. No administrative costs are deducted.

### How much of my gift leaves the community?

Zero! Every dollar stays right here in Orange and Chatham counties.

### How much should I give?

How much can you give? Every dollar helps. Some people give \$25, others give \$2,500...it depends on a person's capacity.

### How are scholarships awarded?

Scholarship requests are evaluated on a case by case basis. The amount of financial assistance is determined by a sliding scale that takes into account income, expenses, family size and special circumstances.

### If someone qualifies for a scholarship, can they get a YMCA membership for free?

No. The YMCA believes everyone needs to have some investment in the organization. Even if it's a small amount, everyone is required to pay something.

### Do I have to write a check now, or can you bill me?

The YMCA is happy to invoice donors once, or on a monthly basis.

### May I designate my gift for a specific purpose?

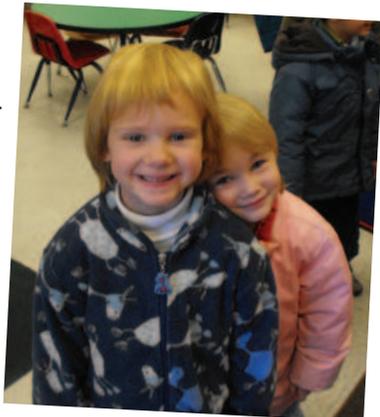
Absolutely! You can designate your gift for a specific program, group of people, etc.

### Chapel Hill – Carrboro YMCA

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we  
build  
people

Chapel Hill-Carrboro YMCA  
Serving Orange & Chatham Counties

## Volunteer Guide and FAQ

Thank you for being part of the team that is dedicated to helping others! Your efforts will have real and lasting results as we all work towards building strong kids, strong families and strong communities.

