

SAMPLE LETTER(S)/EMAIL(S)

Initial Point of Contact to Any Prospective Donor

Dear [Name],

I am thrilled to share that, as a supporter of the Gaston County Family YMCA, I am participating in this year's Annual Giving Campaign to continue making the YMCA accessible to everyone in our community. I became involved with the Y because (insert your personal connection, or why you personally support the Y). The Y's mission is important to me because I care about creating a place for everyone in our community to belong - to improve themselves, learn healthy habits and build new friendships. The Y makes that possible. The Y's reach is tremendous - and your support of the Annual Giving Campaign will help ensure that everyone has access, regardless of financial ability.

[Personalize this letter. Insert a program that you support - For example Afterschool, Summer Camp, LIVESTRONG at the Y]

My personal goal is to raise \$[insert goal] by April 30th. Every donation makes a difference - no matter the amount. With these donations, we are able to make sure that everyone has access to programs and services regardless of financial ability. To contribute, please visit my personal fundraising page: [Insert your personal giving link or gastonymca.org/giving]

Sincerely,

P.S. If you'd like to learn more about the Y, let me know - I'd be glad to set you up with a 20-minute tour and show you how the Y is so much more than a gym. Thanks again for helping ensure that everyone in our community can access the Y.

Follow-up Email after initial email/letter is sent to possible donor

Subject: [X] more weeks to reach my goal

Dear Friend,

As you may know, in [insert countdown, i.e. 14 days] the Gaston County Family YMCA will reach its last day of the official campaign! While you can still give year-round, giving before April 30th is especially important to help us reach our goal by the campaign deadline. The YMCA is an important resource to so many individuals and families who benefit from access to afterschool care, LIVESTRONG at the Y, Safety Around Water, and more.

Financial assistance is important because it makes the Y accessible to everyone. When you give to the Y's Annual Giving Campaign, you're helping your neighbors and community thrive. I choose to support the Y because it makes such a big difference in our area, and I hope you will too.

Please consider contributing to my campaign, which you can find via this link: [Insert your personal giving link or gastonymca.org/giving]

Your contribution will be used towards making the Y accessible for all. And, no donation is too small - every dollar truly makes a difference.

Thank you in advance!

Chairman's Roundtable Renewal Letter (Remove this text)

Name
Address
City, State Zip

Date

Dear Name,

The Gaston County Family YMCA is so much more than you know, and as a nonprofit, we reach youth, individuals, families, and seniors. Every day, our community faces new challenges that create a greater need for the work we do.

With your support, the Y is able to ensure that everyone, regardless of means, has a place where they can set and achieve their goals, build strong relationships and find a place to belong. Together, we can transform the lives of thousands of people right here in our community.

This is why we invite our closest friends and leadership donors to invest in our Annual Giving Campaign. We hope you will consider renewing your gift and, possibly increasing it. When you donate to the Y, you're giving everyone the opportunity be healthy and thrive.

#STRONGERTOGETHER

Sincerely,

Campaigner Name

Board Member/Committee Member to Prospect Letter

(Feel free to be specific about programs/ services offered at your location! Remove this text.)

[Name]

[Address]

[City] [State] [Zip]

Date

Dear [Name],

When the Executive Director at the [YMCA Branch] asked me if I would be willing to reach out to you and share why I choose to support the YMCA's Annual Giving Campaign, I gladly accepted without hesitation.

To me, the Y is one of our community's most precious treasures. It's a bright, steady source of inspiration that is making an impact. From the cancer survivors growing stronger in small groups, to students who have a safe place to go after school, to the seniors feeling a sense of community – the YMCA is at work improving lives each and every day.

When you give to the YMCA your generosity reaches children, families and seniors throughout the community that you care so deeply about. Thanks to your generosity, we were able to provide access to the Y and its programs to the people who need it the most.

Every non-profit relies heavily on a core of faithful supporters and friends whose annual financial commitment exceeds the basic levels of community giving. As a member of the [YMCA Branch or Program Area], I'm delighted to be part of a family of donors who go the extra mile to keep the Y's vision of healthy living, youth development, and social responsibility alive. I know that we are partnering to make our community a better place.

The Y needs support from all of us. I hope you'll join me today and become a fellow donor to our Annual Giving Campaign. Together, we can ensure that [YMCA Branch or Program Area] remains forever anchored to the community for the benefit of our neighbors, friends, loved ones – and the community at large.

Sincerely,

Campaigner Name

Staff/Volunteer Major Gift Prospect Letter

(Feel free to be specific about programs/ services offered at your location! Remove this text.)

[Date]

[Name]

[Address]

[City] [State] [Zip]

Dear [Name],

As [title] of (Your Branch), I have the privilege each year of bringing together people to support the vital work of the YMCA. Throughout Gaston County countless people know the Y. But there's so much more to our Y than one might think.

Since the Y first appeared in Gaston County in the late 1880s, we've been proud to help our neighbors learn, grow and thrive. Yet we're called to do so much more. Our community faces new challenges that create a greater need than ever for the work we do every day. Fortunately, where some see obstacles, we see opportunities for our members, volunteers and staff to make a difference.

Today, it gives me great pleasure to extend to you my personal invitation to become one of our newest members of the Gaston County Family YMCA esteemed Chair's Roundtable helping us shape our community's future by addressing challenges like chronic disease, food insecurity, and drowning prevention. Your partnership will effectively strengthen the YMCA's efforts to ensure that our community forever remains a place where active minds can flourish.

Your contribution will allow (Your Branch) to expand its vision of excellence, develop new programs and projects, turn new ideas into reality and find innovative ways of serving our community better. As a donor, you can make a difference in a way few others do.

I do hope that you'll choose to join this dynamic group of Chair's Roundtable members with your generous contribution today. I will plan to give you a call in the next week or so to discuss the possibility of our meeting in person (or via ZOOM!). I look forward to talking with you soon.

Warmest regards,

Campaigner Name

SAMPLE THANK YOU NOTE/E-MAIL (Remove this text)

Dear [NAME],

I want to personally thank you for your generous pledge/donation of **[\$[AMOUNT]]** to the 2021 YMCA Annual Campaign. Your gift allows the Y to offer quality programs and services to all, regardless of means.

Thank you for your generosity and support.

With gratitude,

[NAME]

[TITLE]

[YOUR YMCA]