



**FIND WHAT
FUELS YOU.**

**Campaigner
Handbook**



**FAMILY YMCA OF
GREATER AUGUSTA**
thefamilyy.org

FOUR KEYS TO SUCCESS

1. Make your own pledge first.
2. Attend the campaigner training and participate in report meetings at your local branch. They're fun and help you know what's going on.
3. Ask your best prospects first and face-to-face. Tell them what the Y does in your community.
 - Aim high and ask for a specific amount. For past donors, encourage an increase in this year's gift. Let the donor decide what is too much.
 - Emphasize pledging. Most people can give more over a period of time than at any given moment. For donors, it's also easier to hear a request for a smaller number per month than one big number.
 - Bring along an experienced volunteer or Y staff.
4. Reaffirm the benefits of the gift and agree upon the next steps. Never leave a pledge card. If you can't get an immediate decision, take the card with you when you leave, and tell the person you'll check back with them on a specific date after they've had time to think. You can always leave information or brochures.

Family YMCA Levels of Giving

Sullivan Society	\$10,000 and above
President's Club	\$5,000 - \$9,999
Chairman's Roundtable	\$1,000 - \$4,999
Platinum Level	\$500 - \$999
Gold Level	\$250 - \$499
Silver Level	\$100 - \$249
Bronze Level	up to \$99

3 Simple Ways to Make a Gift

- Pledge – spread your gift over the year
- Payment in Full – cash, check, credit card
- Attach your donation to your membership draft

Check In

Clear all new donor prospects with your branch director or campaign chair. This will ensure that no other Family Y campaigners already have those donors on their prospect list.

HOW TO ASK

Things you should know and practice before making that first call

Know (and understand) why we raise money:

Do you know what your Y is involved in? Think about the Y's impact, its values and the community needs it fills. What is it about the Y that motivates you to help?

Prepare some notes or an outline script for yourself. Be sure you have two or three key messages you want to deliver. Then practice!

Plan your strategy:

Figure out who your best contacts are and see them first: your spouse, family, close friends, etc. If you're a new campaigner, practice your message by calling on folks who've donated in the past – they already like the Y. Decide on how many people to see each week and stick to it. The campaign is short – only 5 1/2 weeks – so sticking with your schedule is important!

Determine the level of donation you'll be asking for before you make the visit:

Be committed to asking, but be prepared to be flexible based upon what you hear or learn. Make sure you mention the opportunity to pay pledges over a year.



When making your calls, remember to do these 3 things:

1. Explain the reason for the call.
2. Find out what the person knows about the YMCA.
3. Listen, listen, listen!



Once you've heard their story, experiences, impression of the Y and/or your community's needs, then it's time to talk about the Y. Match your key messages with what they had to say and then ask for the donation.

SOLICITATION CHECKLIST

- Campaign Brochures
- Donor Pledge Forms
- Prospect List
- Other information you find helpful
- Phone numbers of Y staff for questions



FREQUENTLY ASKED QUESTIONS

I already pay membership . Why do you need more money?

Membership fees cover the cost of maintaining and operating our facilities. Donated dollars are used for scholarships for individuals and families who can't afford our fees, but still want and can benefit from our services.



Doesn't the Family YMCA receive funds from the United Way?

Yes, but the Family YMCA receives less than 3% of its operating budget from the United Way to fund programs and services primarily for low-income people. Our annual campaign, United Way funding, grants and our operating funds are all used by the Family YMCA to help people in need throughout the area. We are proud to give away in programs and services much more than what is raised through this campaign. That's how we fulfill our commitment to serve all people regardless of their ability to pay.



Does the money raised in the annual campaign stay locally?

Yes. Donations from people in your community support the local Family YMCA. Again, we give away in programs and services much more than we raise. No one is ever turned away from the Y for their inability to pay.

Someone already contacted me. Why are you calling me again?

Sometimes this can happen if you or any family member participate in activities at more than one branch or know other members who do. If you have already pledged, thank you. If not, would you consider a gift to our local Y? Thank you for your time and interest.



What do I do if someone has a complaint?

Listen and take notes about the complaint, but try not to comment on the specific issue. Assure the person that you will follow up with a staff person and that someone will call him or her back. Make sure you pass the message along to your District Vice President. We will respond to every concern about membership or the facility. Once people feel that their concerns sincerely have been heard, they will be more ready to listen to your request to support the Family YMCA Annual Campaign.

CAMPAIGNER PAGE INSTRUCTIONS

Set-up a campaigner page in Core to receive online donations



1. Login to Core or create a new account: <https://csra.recliquecore.com/account/donations/>.
2. Once logged in, enter the full name of the campaigner in the search box, then select the member from the list.
3. Click the "Donations" tab to be taken to the campaigner page.
4. On the campaigner page, click "Add Campaigner" and select the member from the drop-down list. Only names of adults on the account will be shown. Here, you can edit your Default Campaign, goal amount and your Y story. If you had a campaigner page last year, then you must change the date to the 2026 Campaign.
5. Share your campaigner page link with friends and family. Core will automatically track payments made online through your campaigner page, and will show what percent of your goal has been reached.
6. Ask Y staff if you need assistance setting-up the campaigner page!

On behalf of the Family YMCA, thank you for your time and efforts!

FAMILY YMCA OF GREATER AUGUSTA LOCATIONS

FAMILY YMCA OF GREATER AUGUSTA

Team Headquarters
1058 Claussen Road, Ste. 100
Augusta, GA 30907
706 922 9622

AIKEN COUNTY FAMILY YMCA
621 Trolley Line Road
Graniteville, SC 29829
803 349 8080

AUGUSTA SOUTH FAMILY YMCA
2215 Tobacco Road
Augusta, GA 30906
706 922 9650

BARNWELL COUNTY FAMILY YMCA
660 Joey Zorn Blvd.
Barnwell, SC 29812
803 450 4151

BURKE COUNTY FAMILY YMCA
50 Olympic Drive
Waynesboro, GA 30830
706 426 0122

CHILD DEVELOPMENT ACADEMY

1425 Walton Way
Augusta, GA 30901
706 922 9670

NORTH AUGUSTA FAMILY YMCA
401 W. Martintown Rd., Ste. 111
North Augusta, SC 29841
803 278 0882

NORTH JEFFERSON FAMILY YMCA
3001 GA Hwy. 17 North
Wrens, GA 30833
706 547 2653

STEINER BRANCH FAMILY YMCA
218 Partnership Drive
Grovetown, GA 30813
706 922 6711

THOMSON FAMILY YMCA
521 W. Hill Street
Thomson, GA 30824
706 595 5615

WILSON FAMILY YMCA

3570 Wheeler Road
Augusta, GA 30909
706 922 9623

FAMILY YMCA CAMP LAKESIDE
1238 Dogwood Lane
Lincolnton, GA 30817
706 399 2152

YOUTH DEVELOPMENT BRANCH
1058 Claussen Road, Ste. 100
Augusta, GA 30907
706 922 9611

