

MAKING A DIFFERENCE

OUR STRATEGY FOR A SUCCESSFUL CAMPAIGN

Know What Each Gift Can Provide

Donors are often motivated by understanding what impact their gift makes. **See bottom of page for a more detailed list of program impact by donation level.**

Connect with Others

Just like you have a passion for the Y, so do others. The best way to connect with potential donors is to understand where your passions overlap. By appealing to the interest of the donor and asking for a specific amount, you are more likely to secure a "yes."

Schedule a Visit With Donors

People give to people. It takes time to make requests face-to-face, but it is far more effective and rewarding than asking

by phone or email. Meeting in person will enable you to learn what motivates each donor to give. Contact can be initiated via phone calls and emails.

Build Stronger Relationships

Once you have opened the lines of communication to set up a meeting with a potential donor. By knowing what their interests are, you can be on the look out for stories to share with them that fit those interest areas.

Thank donors personally

Following up with an immediate, handwritten thank you note is important when a donor makes a pledge or gift. Try to recreate the feeling the donor had when making the gift in your note.

DRIVING SOCIAL RESPONSIBILITY

IMPACT OF GIVING

At its heart, the YMCA OF GREATER RICHMOND provides opportunities FOR ALL to achieve, connect and belong in ways that build communities that THRIVE.

Annually, through your support, the YMCA of Greater Richmond engages nearly 200,000 people across Central Virginia and provides \$7 million in financial assistance.

**EVERY GIFT MAKES A DIFFERENCE.
EVERYONE HAS A ROLE TO PLAY.
GIVE TODAY. FOR A BETTER US.**

\$175: Provides 1 week of camp for one child.

\$300: Delivers a life-saving swim session for three children.

\$650: Enables a teen to celebrate their academic success and community service by attending YMCA Blue Ridge Leaders' School.

\$1,000: Provides one family the opportunity to live healthier together with a year-long family membership.

\$3,690: Provides a full year (41 weeks) of after school programming for one child.

