



YMCA OF METROPOLITAN CHATTANOOGA

BOLD VISION. BRIGHTER FUTURE.

Support the Y today, tomorrow and for generations to come.



**2024 ANNUAL CAMPAIGN
CAMPAIGNER'S GUIDE**

ymcachattanooga.org

Our Mission: To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

WHY DO WE HAVE AN ANNUAL CAMPAIGN?

Each year, the Community Support Campaign supports thousands of youth, families and individuals in the Chattanooga area through character building programs that help them learn, grow and thrive.

WHY DO WE NEED CAMPAIGNERS?

You have a voice! When sharing your Y story, you are helping the YMCA thrive through perpetuating the cause and mission of the organization. Inviting others into the power of our impact is the best first step!

CAMPAIGNING KICK START: HOW TO GET STARTED

1. WHO DO I KNOW?

Studies show that people are more likely to give through individuals they know and trust before giving to a cause or organization. Knowing this, consider the following sources in the worksheet below when looking for prospects:

1. _____
2. _____
3. _____

Neighbors

Friends

1. _____
2. _____
3. _____

1. _____
2. _____
3. _____

Y Members
& Volunteers
(past & present)

Organizations &
Clubs

1. _____
2. _____
3. _____

1. _____
2. _____
3. _____

Vendors/
Businesses
(work & home)

Relatives

1. _____
2. _____
3. _____

MY NAME _____

1. _____
2. _____
3. _____

Work Associates

Customers/
Clients

1. _____
2. _____
3. _____

1. _____
2. _____
3. _____

Other

Past
Donors/
Supporters

1. _____
2. _____
3. _____

2. WHAT ARE MY GOALS?

Whether you choose to create a monetary goal for yourself, or strive to hit a certain number of conversations with friends, creating goals for yourself as a campaigner offers excitement, incentive, and a fulfilling metric to measure your progress. If you choose, list your goals below:

FUNDRAISING EXPERTS SAY THAT THE CORE OF A CAMPAIGNER'S TIME CAN BE BROKEN DOWN INTO THE FOLLOWING PERCENTAGES:

45% - CONNECT

Connecting (or reconnecting) through conversation allows for the campaigner to better learn about the life of the other, what interests and passions are currently inspiring them, and how they choose to spend their free time.

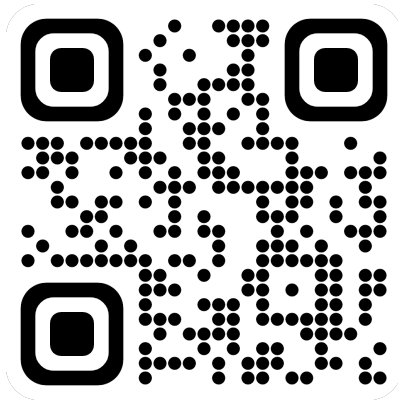
45% - EDUCATE

Share what the Y is doing! Many of our neighbors know the full extent of the YMCA's impact in our community. Educate them on all of the incredible programs you have been a part of.

10% - ASK

The smallest part of this conversation. Giving your friend, colleague, or family member the opportunity to join you in supporting the Y will be your final step!

SCAN FOR ADDITIONAL
RESOURCES



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY