



Providing 150 Years of Firsts

STRONG COMMUNITIES CAMPAIGN 2016 YMCA Initiative

Your Role:

- Provide your own gift supporting the Strong Communities Campaign.
- Raise gifts for children and families in your community that cannot afford YMCA programs and/or membership.
- Tell the YMCA's story of impact to as many people as you can. (Friends, family, co-workers, church members etc.)
- Attend the campaign kick-off, report meeting, and celebration.
- Believe in your power to transform lives in your community by providing firsts for children, adults and families

Your Benefit:

- Develop a deeper understanding of the Y and its mission
- Positively impact your local community
- Great networking opportunities
- Resume builder
- Be a part of a team that changes lives





Providing 150 Years of Firsts

STRONG COMMUNITIES CAMPAIGN

2016 YMCA Initiative

Campaigner Tasks and Dates

Specific Duties:	Dates:
1. Commit yourself to a successful 2016 Strong Communities Campaign for the Southwest YMCA	Immediately
2. Set your Strong Communities Campaign Goal	Immediately
3. Make your own generous contribution to the Campaign prior to the Kick-Off	January –February
4. Attend a Campaigner Training	February 22-27
5. Attend Campaign Kick-Off	March 1 8 am at Scott Conference Center
6. Campaign Begins	March 1
7. Identify and contact new prospects and make asks.	March 1—April 29
8. Attend Report Meeting to update the YMCA on progress and receive Support	March 15 6pm at Zio's April 14 6pm at Sam and Louie's
9. Drop Pledge cards off as soon as you can. Pledges and Pastries is set up for you to do that! Drop off your pledges at the Southwest YMCA and get a pastry and some coffee before you go to work! 6:30-9:00 am	March 25 April 22
10. Attend Victory Celebration	TBD



Providing 150 Years of Firsts

STRONG COMMUNITIES CAMPAIGN 2016 YMCA Initiative

Your Goal:

When preparing your goal think about the story you would like to tell people about how the Strong Kids Campaign helps individuals, families and children.

Here are some things to think about.

- \$60 can save a life by providing a first swim lesson.
- \$250 sponsors 3 kids an opportunity to learn teamwork in a sports.
- \$500 will improve confidence in a cancer survivor in LIVESTRONG at the YMCA.
- \$1,000 gives a child a sense of belonging with 6 weeks of Day Camp.

I will raise \$ _____ to give _____ the gift of
(Dollar amount) (Number of individuals)

_____.

(The gift of programs you would like to give.)