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FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



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HOCKOMOCK AREA YMCA

CAMPAIGNER WORKBOOK

OUR COMMUNITY IS BETTER BECAUSE OF YOU

WELCOME!

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Charitable giving is vital to the success of our YMCA.

Thousands of lives will be forever changed by our impact, made possible by each dollar contributed to Reach Out 2022.

We could not do it without you!
Thank you for joining us in this important effort.

Board Chair
ERIC KEVORKIAN

President & CEO
JIM DOWNS





REACH OUT 2022

Reach Out is our YMCA's annual campaign that ensures we continue to address diverse, emerging, and critical human needs across the 15 communities we serve.

Each year we are proud to provide a safety net for thousands of families in our communities facing challenges they never imagined would happen to them.

We continue to see friends and neighbors challenged with food security and have permanently adopted our Food Access Initiative as part of our Reach Out subsidized programs. We have made a long-term commitment to addressing food insecurity, and being there for our neighbors, including supporting families and the ever-changing needs of school-aged youth.

Each year the Hockomock Area YMCA encourages Y members, volunteers, neighbors, partners, collaborators, vendors and friends in the community to join us in raising funds to provide confidential scholarship assistance and program subsidies for those facing challenges in their lives.

The essence of Reach Out and a cornerstone of our mission is that nobody is turned away because of their inability to pay.

REACH OUT EDUCATORS, ADVOCATORS & FUNDRAISERS

Hundreds of volunteers join us each year to share their Y story with family, friends, neighbors, and colleagues – introducing our Y to those who may not be familiar with our unique brand of community impact and reinforcing the good work we do to those who already greatly appreciate our mission-driven work.

Reach Out volunteers are integral to showing others how we positively impact the lives of those around us through telling their own stories, inviting people to engage in our YMCA, and asking for philanthropic investments to help us reach more people.

Through Reach Out, you will help people from your community during a time in their life when they need it most.

**We ask each volunteer to help us
educate, advocate and raise critical funds.**

AS A VOLUNTEER

We are grateful and honored that you've joined our Reach Out team as a community volunteer. Reach Out volunteers serve as our YMCA's gateway to their communities, reaching deeper into the fabric of our local businesses, clubs and organizations, families, and area neighborhoods. We ask that each of our Reach Out volunteers:

1. Make a personal gift that is meaningful to you.
2. Attend an informational meeting with YMCA staff.
3. Recruit attendees to the Reach Out Campaign Breakfast on September June 2nd.
4. Educate and advocate for the Y's cause by sharing with family and friends how our YMCA has impacted our communities.
5. Raise an additional \$300 from those in your sphere of influence.



YEAR OF IMPACT

HOCKOMOCK AREA YMCA

- \$2,189,621 in confidential scholarships and program subsidies
- 505 Thanksgiving meals were provided to families
- 25,020 bags of food provided to families & individuals in need
- 154,672 grab & go meals were distributed
- \$1,251,000 worth of groceries provided

TOGETHER WE'RE STRONGER

Guided by our dedicated team of volunteer board members and staff leaders, and with the thoughtful generosity of volunteers like you, we've impacted thousands of individuals and families with vital dollars raised through our Reach Out Campaign. This is something we can all be proud of.

- Since the start of the pandemic, at the time of this printing, our Y has distributed 52,968 bags of groceries and 407,144 meals to those in need in our communities.
- Created New Horizons Camp for Integration Initiative members to enjoy summer camping experiences with their neuro-typical peers.
- Continue to employ hundreds of teens and young adults each summer—many of these being their first job—making our Y the largest employer of teens and young adults in our region.
- At the ropes courses, we offer middle school students the free opportunity to participate in our Adventures in Respect community initiative, designed to prevent bullying and proven to improve culture at area schools.
- Our traditional Food Access programs have provided summer meals in those communities where kids are most at-risk for going hungry when school is not in session.
- Our LIVESTRONG at the YMCA program continues to partner with cancer survivors, providing them the social, emotional, and physical encouragement and wellness resources during their journeys back to health.
- Our annual Backpack Drive has provided thousands of back-to-school supplies, including new backpacks, for kids in our communities who could otherwise not afford these essentials.

2021 SCHOLARSHIPS & SUBSIDIES

OUR MISSION

The Hockomock Area YMCA enhances the quality of life of our members and enriches the communities we serve through partnership and collaboration. Our focus is on youth development, healthy living and social responsibility, providing programs and services to all regardless of ability to pay.

MEMBERSHIP: \$287,885

CAMP: \$442,486

CHILD CARE: \$416,010

PROGRAMS \$1,043,240

For 118 years, we've strengthened individuals, families and communities by convening the best possible partners and collaborators in the 15 communities we serve to address new and emerging community needs and essential services. Collaboration is at the heart of everything we do. Together we nurture the potential of all.

IN 2021, THE
HOCKOMOCK
AREA YMCA
PROVIDED
\$2,189,621 IN
SCHOLARSHIPS &
PROGRAM
SUBSIDIES.



A SOUND INVESTMENT

Every donation to the Hockomock Area YMCA will allow us to provide confidential scholarships to those who would not otherwise be able to afford a YMCA experience.

Our Y provides safe, enriching school year programs and summer camp so that local parents and caregivers can work with a sense of comfort knowing their children are well cared for and thriving.

Reach Out also subsidizes mission-driven programs including Teen Centers, LIVESTRONG at the YMCA and Adventures in Respect (AIR) . AIR empowers kids to build a better community with the mantra that bullying is preventable. We provide teens with a safe space to express themselves and learn about others. Middle schoolers enjoy this chance to feel how great it is to be respected.

Help is needed in other areas as well. Our YMCA is working to build a more robust forward leaning community services model that provides a wide range of critical essential services. This year, Reach Out added Social Action Services to provide wrap-around community led solutions and partnerships, with the impact being improved access to whole person care, which includes mental, physical and emotional health. Our Social Action Services goal is to ensure that our efforts to provide services for community members are coordinated, accessible, holistic and timely.

A critical sector of Reach Out supported programming is the Hockomock Area YMCA Food Access Initiative. So many of our neighbors continue to face food security challenges. We're proud of our collective response during these unprecedented times. So many community members and organizations have partnered with us to provide basic human needs. Since March 2020 and at the time of this printing, together we have provided 407,144 meals and 52,968 bags of food valued at \$50 each.



HERE FOR ALL

Everything our Y stands for is ultimately about the human experience. Every person is welcome at our Y, regardless of race, age, religion, orientation, identity or financial capacity. Reach Out raises money for families and individuals who could otherwise not afford YMCA programs and who are in need of essential services.

For kids, it's about learning to get along with each other, opportunities, attending camp, learning how to be safe around water, and achieving their full potential in safe, structured environments. It's also about providing academic support and innovative ways for students who participate in our Child Care Services programs to thrive scholastically. And during times of need, it's about providing summer lunches and weekend grocery bags year-round.

For teens, it's about providing safe outlets, mentoring, and providing positive role models and opportunities to become leaders.

For families, it's about spending more quality time together. Also, it's about providing quality licensed child care so that parents can be productive members of the workforce with the peace of mind that their children are safe, nurtured, and challenged to become responsible human beings. And, it's about providing a safety net for families during times of struggle or when facing insurmountable obstacles.

For individuals, our programs create opportunities to become their best selves—spirit, mind, and body! From yoga and meditation to Weigh to Change, our innovative and very successful weight loss program, adults who find their special space at our Y is something we celebrate every day. Or, it could be about seeking referrals to other organizations through our Social Action Services Initiative to help overcome a personal struggle.

For older adults, our Y is a place to connect, engage and continue their active lifestyles. We are thrilled to serve our senior population in many ways, including wellness classes designed for older adults and our new Food Access and Social Action Services Initiatives.



START WITH YOU

Visit hockymca.org/give to make a donation now. Our most successful campaigners say that their own charitable commitment plays an important role in the successful solicitation of others.

Sharing compelling stories is the first step in becoming a strong campaigner on the road to successful accomplishment of your goals. We suggest that you commit this to writing, as a helpful tool to frame your thoughts. Even an outline works! Ask yourself questions about what motivates you to have the Y in your life.

Your approach should be simple and conversational. No need to memorize lots of facts and figures. This is less about the what, how, and where, and more about the why.

Why is the YMCA important to you?

TIPS FOR CAMPAIGNERS

To make participating in Reach Out 2022 a more personalized philanthropic experience, this year we have an array of pledge forms, each with specific giving levels and programs, for all types of programs served by Reach Out. These include:

- Food Access
- Child Care & School Age Programs
- Summer Camp
- Teen Centers & Programs
- LIVESTRONG at the YMCA
- General confidential scholarships & subsidies
- Youth Sports, Gymnastics and Aquatics Programs

We recommend that you also invite potential donors to the Annual Breakfast at Gillette Stadium on June 2nd to hear directly about the impact we continue to make on the kids, families and communities we serve.

In the end, we recommend that you are specific with your request and ask for a specific amount up front. Rarely are prospects offended if someone asks them for a higher amount than they have capacity or willingness to give. In fact, they tend to be flattered.

2022 RESOURCES FOR SUCCESS

We provide our volunteers with many tools, graphics, stories, videos, print collateral and, of course, in person professional assistance for your campaign. This may prove invaluable as you share your YMCA stories and educate and advocate for the mission critical work done by the Y in the community.

These resources are available by logging into..

ADDITIONAL RESOURCES

- Videos: youtube.com/HockomockAreaYMCA
- Online Giving: www.hockymca.org/give
- Get Social: Share links to the hockymca.org website and our impact videos through social media. Invite others to get involved and make a gift using your own personalized request.
- Connect with the Y!
facebook.com/HockomockAreaYMCA
instagram.com/hockomockymca
twitter.com/HockomockYMCA

ASK ABOUT GIFT MATCHING

Some companies have a corporate match program, where a contribution to the Y is matched by the corporation or its charitable foundation.

Matching programs are a great way for companies or foundations to help support their employees' charities, while nonprofits like the Y get the benefit of a matched donation.

INFORMATION FOR MATCHING PROGRAMS:

The Hockomock Area YMCA is a 501(c)(3) tax-exempt organization. Federal tax ID number: 04-2131749

YOUR CONTACT AT THE YMCA

Nicole Bartlett
Director of Annual Giving &
Special Events
508-643-5235
nicoleb@hockymca.org

MAKING THE ASK – A SCRIPT

INTRODUCE YOURSELF “Hi, [name], this is [your name]. As you may know, I’m a volunteer with the YMCA and we’re conducting our Reach Out supporting campaign. Thanks for taking time to talk with me about the good work we’re doing at the Y.”

DISCUSS THE Y “I’m a volunteer for the Y because (tell about your involvement at the Y). Have you had any experiences with the Hockomock Area YMCA?”

- If yes, “Tell me about your experience with the Y.” (Respond appropriately with positive statements about the Y’s values.)
- If no, “Are you familiar with all the work that the Y does in our community?” (Wait for response and respond appropriately.)

MAKE A CASE FOR SUPPORT “This year, we’re planning to raise money to support programs and services that will help children and families throughout our community. What’s unique about the Y is that we don’t turn anyone away because of an inability to pay. Campaign dollars underwrite financial assistance for things like afterschool programs, summer day camp, swim lessons and memberships. We also provide subsidized teen, LIVESTRONG and Food Access programs. What’s even better is that we weave character building into every program that we run. That’s one reason why we say the Y strengthens the foundations of our community.”

TELL YOUR STORY (HOW ARE YOU CONNECTED TO THE Y?)

REQUEST A SPECIFIC DOLLAR AMOUNT “Will you consider a contribution of \$__ this year, or \$__ per month for 10 months?” (Wait silently for an answer.) If prospect doesn’t respond, “Let me give you an idea of how you can help: a gift of \$50 will [XX], a gift of \$250 will [XX], a gift of \$500 will [XX], a gift of \$1,000 will [XX], a gift of \$2,000 will [XX].”

SUGGEST ONLINE GIVING WHEN APPROPRIATE “You can make a donation online at hockymca.org/give or by sending your gift via Venmo to @hockymca. If you would like to give via the website, just click the ‘GIVE’ button on the home page and it will take you to a secure page. Enter your information and the amount you’d like to contribute. Select [BRANCH NAME] from the menu and add my name in the comments. I’ll send you the link now.”

CLOSING THE ASK “Thank you so much. You’ll receive a confirmation email from the Y. Let me check if the contact information I have for you is correct. The YMCA really appreciates your support, and so do I.”

People who give are often those that have been asked.

FAQ

WHO DO WE HELP?



Money raised from Reach Out supports every person who comes to the Y who needs our help. We serve your friends, neighbors, colleagues and family members who live in our 15 primary communities, including: Bellingham, Foxboro, Franklin, Hopedale, Mansfield, Medfield, Medway, Mendon, Milford, Millis, Norfolk, North Attleboro, Plainville, Sharon and Wrentham.

WHEN DOES THE CAMPAIGN RUN?

Reach Out 2022 is underway and ends on December 31, 2022 with our culminating event occurring during our annual Breakfast June 2, 2022.

HOW DO I ASK FOR MONEY?

A personal approach is always best. The most effective solicitation is a face to face one. If that is not possible, then we recommend other forms of personal contact, such as phone conversations.

WHO SHOULD ATTEND THE EVENT AT GILLETTE?

We encourage you to invite individuals to the Breakfast who have the capacity to give \$100 or more to the campaign. Consider prospects who share YMCA values, want to strengthen their community and/or want to learn more. Details on our June 2, 2022 Breakfast can be found at hockymca.org/campaign-breakfast/.

We are grateful that you're lending your voice to this powerful campaign. Even if your prospect does not donate the exact amount you had anticipated, we are all in a better place because you had the opportunity to tell your story and engage with a prospective donor.

FAQ

ARE DONATIONS TAX DEDUCTIBLE?

The Hockomock Area YMCA is a 501(c)(3) tax-exempt charitable organization and is one of Massachusetts' most well respected, transparent and highly regarded charitable entities. Every Reach Out donation is fully deductible under the full extent of the law. Tax ID # is 04-2131749

DON'T YMCA MEMBERSHIP FEES COVER SCHOLARSHIPS?

Membership fees cover day-to-day operations and are invested back into our branches. 100% of the money raised through Reach Out goes directly to children and families in need and to subsidizing our mission driven programs.

HOW DOES MATCHING WORK?



Every company or foundation handles their matching program differently. Sometimes employees must fill out a company form and offer proof of the donation. Others require a mini-grant application and more specific documentation from the charity. Still others collect employee contributions through periodic payroll deductions. Everyone making a donation should contact their employer to determine specific steps for gift matching. If you need the Y to fill out a form, send a letter, or complete a grant application email nicoleb@hockymca.org

Be sure to ask anyone you solicit if they work for a gift matching company!

MY GOALS

ASSOCIATION GOAL \$ _____

BRANCH GOAL \$ _____

TEAM GOAL \$ _____

PERSONAL GOAL \$ _____

PERSONAL GOAL # OF GIFTS _____

PERSONAL GOAL # OF VOLUNTEERS _____

MY CONTACTS

TEAM NAME _____

STAFF CAPTAIN _____

CONTACT INFO _____

TEAMMATE 1 _____

TEAMMATE 2 _____

TEAMMATE 3 _____

TEAMMATE 4 _____

TEAMMATE 5 _____

TEAMMATE 6 _____

I'VE BEEN INVOLVED WITH THE Y SINCE _____.

MY FIRST YMCA EXPERIENCE:

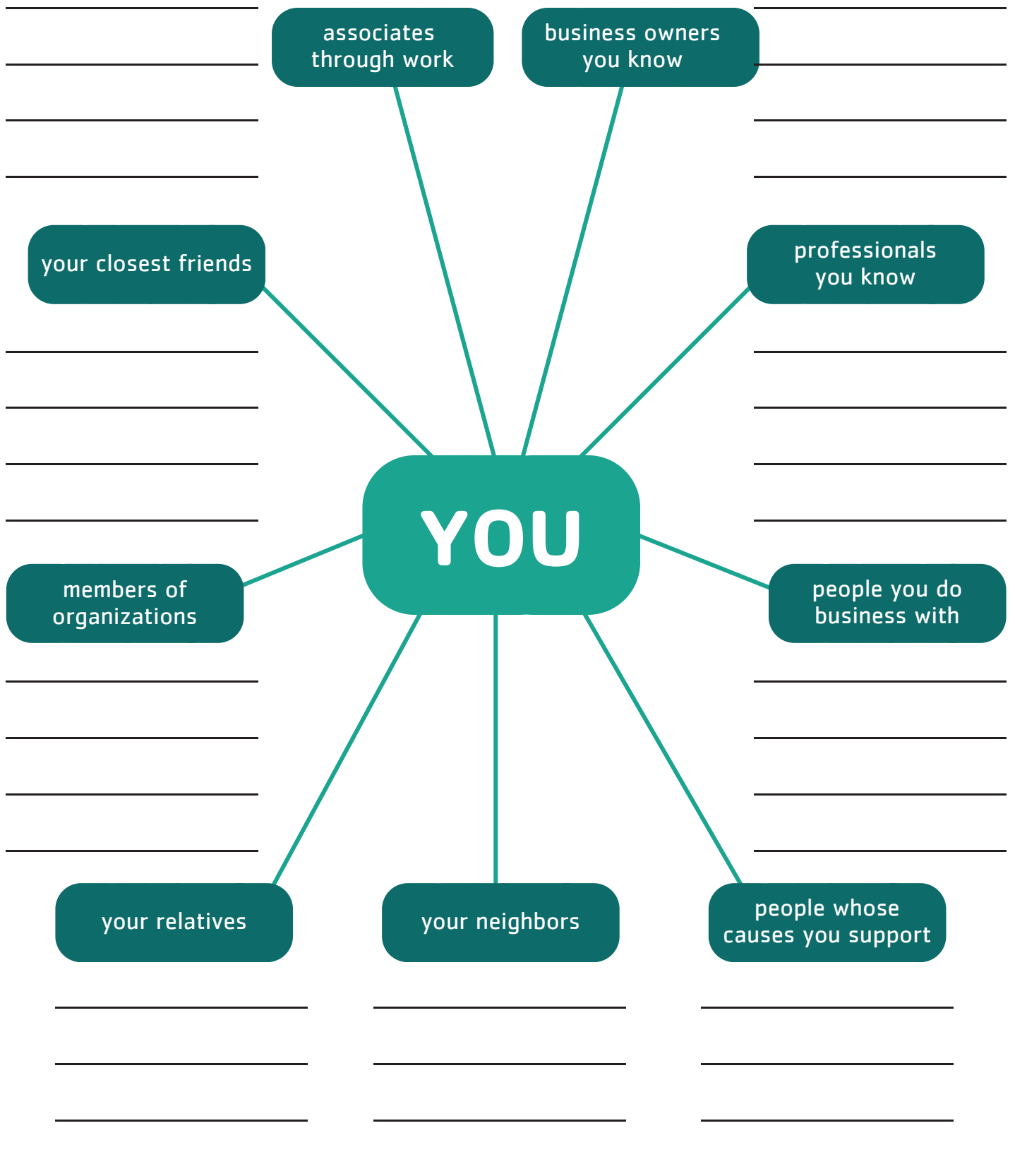
CURRENTLY AT THE Y, I:

I'M VOLUNTEERING FOR REACH OUT 2022 BECAUSE:

IF I HAD 30 SECONDS TO SHARE HOW THE Y IS SO MUCH MORE, I WOULD SAY:



MY CIRCLE OF INFLUENCE



PROSPECT	2021 GIFT AMT.	TARGET 2022	PROGRESS

MY PROGRESS: TOTAL GIFTS/PLEDGES

	\$ Raised	% of Goal	Notes
WEEK 1			
WEEK 2			
WEEK 3			
WEEK 4			
WEEK 5			
WEEK 6			