



2026 Annual Support Campaign



**UNLOCK POTENTIAL.
TRANSFORM LIVES.
STRENGTHEN THE
CAPITAL REGION.**



IMPACT IN ACTION Campaigner Kick-Off





THANK YOU FOR VOLUNTEERING





Campaigner Training Outcomes

- **Understand why we raise funds each year and outline the Case for Giving**
- **Discuss the history and structure of the Annual Campaign**
- **Review fundraising fundamentals and tools**
- **Understand your Y story and how to make the ask**

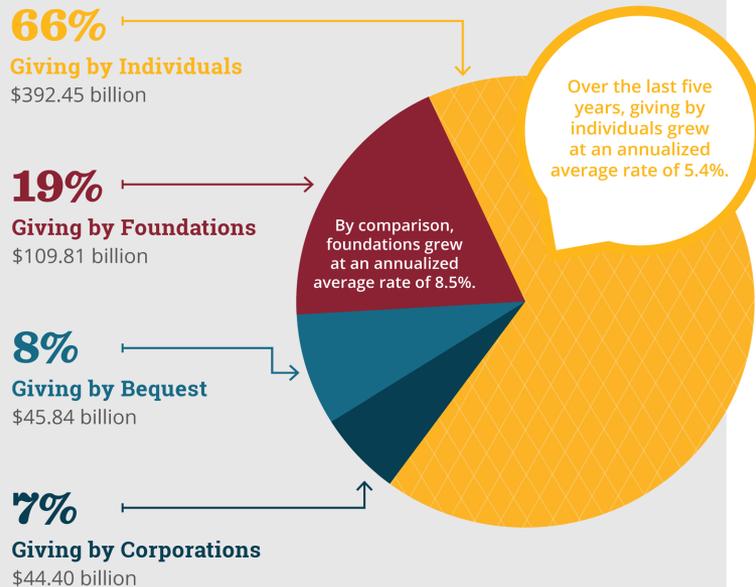
Giving USA

In 2024, Americans gave
\$592.50 BILLION to charity

**DONOR ADVISED FUNDS
ARE AMONG THE FASTEST
GROWING FORMS
OF GIVING.**

Where did the generosity come from?*

CONTRIBUTIONS BY SOURCE (by percentage of the total)



Where did the charitable dollars go?

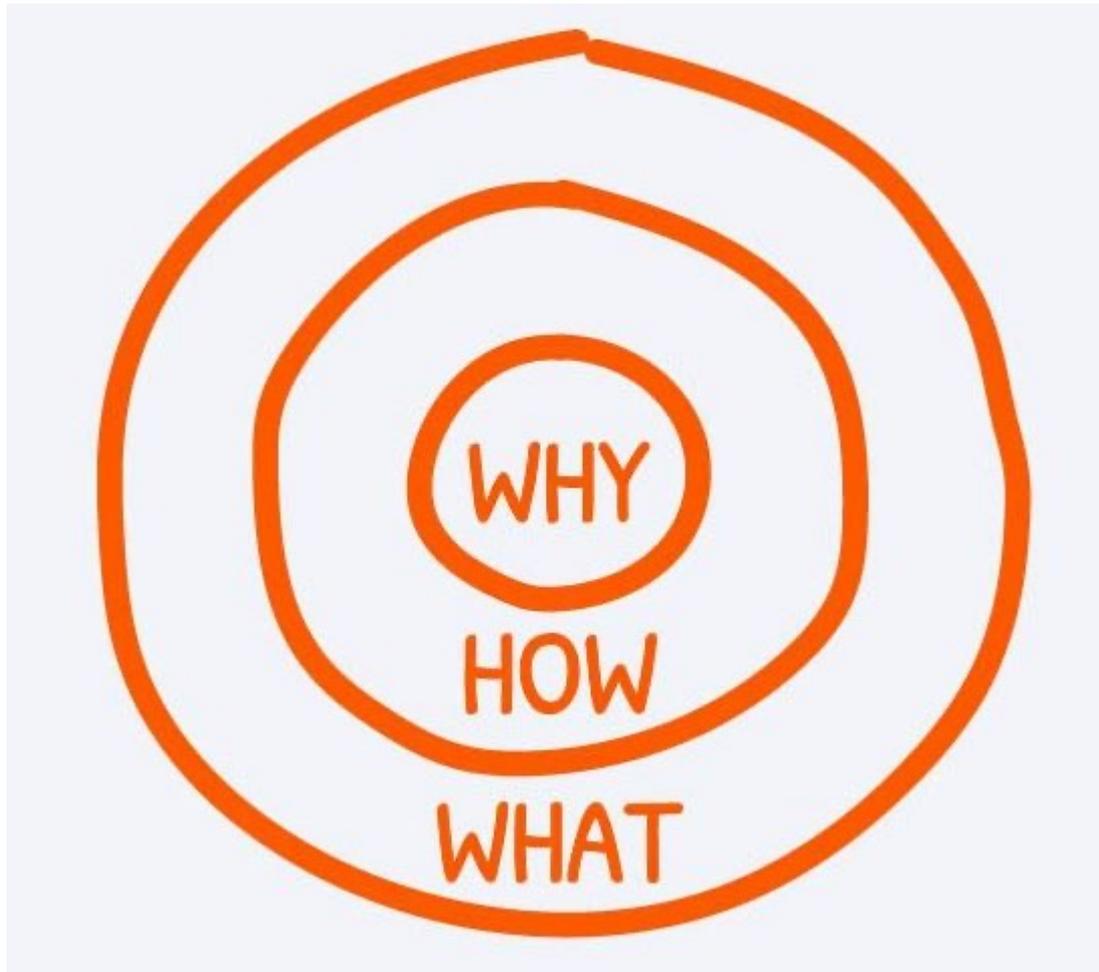
CONTRIBUTIONS BY DESTINATION (by percentage of the total)



**Four of nine
subsectors reached
their all time high
in 2024**, even when
adjusted for inflation:
education; health;
arts, culture, and
humanities; and
environment/animals.



The Golden Circle by Simon Sinek





Why the Y?

- **Simon Sinek says, “When we help ourselves, we find moments of happiness. When we help others, we find lasting fulfillment.”**
- **What is our why?**
- **To leave this world better than the way we found it!**
- **The Annual Campaign gives us the opportunity to build and deepen relationships with friends, colleagues, and family by asking them to invest in our community – our friends and neighbors who need help the most, so that we ALL have the opportunity to thrive.**

Campaign Brochure

YOUTH DEVELOPMENT



OUT OF SCHOOL TIME. Before the first bell and after the last, YMCA Out of School Time is where learning, friendships, and fun take off. Kids get academic support, enrichment, and life skills. Parents and care-givers get peace of mind, knowing their child is safe, supported, and connected.



75%

of Greater Baton Rouge Parents said that, without after school programs, they would have to reduce their working hours or stop working altogether.



2 months

is the average learning loss students experience over summer without intervention.

Your gift provides scholarships to YMCA after school programs, an essential need.



**UNLOCK POTENTIAL.
TRANSFORM LIVES.
STRENGTHEN THE
CAPITAL REGION.**

The mission of the Y is sustained by Generosity



YMCA of the Capital Area
Annual Support Campaign



DONATE FOR A BETTER US!



There are many ways to support our Annual Campaign!
GIVE ONLINE ymcabr.org/give
TEXT "YMCA IMPACT" to 44321
OR MAIL A CHECK YMCA of the Capital Area
 8704 Jefferson Hwy., Ste. B, Baton Rouge, LA 70809
 Questions? Please give us a call at 225-295-6680.

1. CHOOSE YOUR GIFT

- \$60
- \$108
- \$252
- \$504
- \$1,008
- \$2,500
- \$5,000
- Monthly gift of:
 - \$ _____/month
 - \$ _____/month
- Other \$ _____/month

Please select payment schedule:

One-time Monthly Quarterly

Name: _____

Address: _____

Email: _____

Branch: _____

Payment Method:

VISA MC AMEX DISCOVER

Acct #: _____

Exp. Date: _____

WE ARE ONE
 YMCA of the Capital Area includes:
 A.C. Lewis YMCA Escambia YMCA

Dorcas W. Lamar Jr. YMCA
 Don. Michael YMCA Escambia YMCA

Lamar James Center YMCA
 Pauls G. Kennedy YMCA

END YOUR Y
 8704 Jefferson Hwy., Ste. B
 Baton Rouge, LA 70809



Case for Giving

SOCIAL RESPONSIBILITY



EXTEND THE Y'S LIFE-SAVING IMPACT.

For generations, the YMCA has been the community's safety net by teaching lifesaving swim skills, building confidence, and ensuring every child has a safe place to belong.



In summer 2024, Reign's family experienced a devastating loss when a young relative drowned. Fear took over, and her parents vowed to keep Reign far from the water.

Then they found the YMCA.

With patient instructors and a caring environment, Reign slowly regained her confidence. Her parents watched fear turn into joy as their daughter rediscovered the life-changing gift of swimming safely.

Your gift makes movements like this possible. When you give to the YMCA, you give safety, confidence, and hope when families need it most.

YMCA of the Capital Area is a 501(c)(3) organization. Our tax ID is 72-0408994.

HEALTHY LIVING



COMMUNITY WELL-BEING:

The YMCA is the leading in-person provider of evidence-based programs that prevent and manage chronic disease. At the YMCA of the Capital Area, we strengthen community health through fitness, social connection, and healthy living programs that help people thrive at every stage of life.



GIVE TODAY TO SUPPORT SENIORS AND ACTIVE ADULTS, AND HELP ENSURE EVERYONE HAS ACCESS TO PROGRAMS THAT KEEP THEM MOVING, CONNECTED, AND THRIVING.

SCAN TO SEE THE IMPACT OF YOUR SUPPORT.



EVERY DONATION FUELS HOPE, HEALTH, & SAFETY FOR ALL.



**\$60 or \$5/MONTH
GIVES A CHILD**

A week of afterschool care where kids feel safe, supported, and connected.

**\$108 or \$9/MONTH
SUPPORTS SENIORS**

Helps seniors stay active and prevent chronic disease through YMCA wellness programs.



**\$252 or \$21/MONTH
GETS 4 KIDS IN THE GAME**

Building teamwork, responsibility, and lifelong confidence through Y youth sports.



**\$504 or \$42/MONTH
DEVELOPS COMMUNITY LEADERS**

Teens gain skills to become the next generation of civic leaders through Youth & Government.



\$1,008 or \$84/MONTH

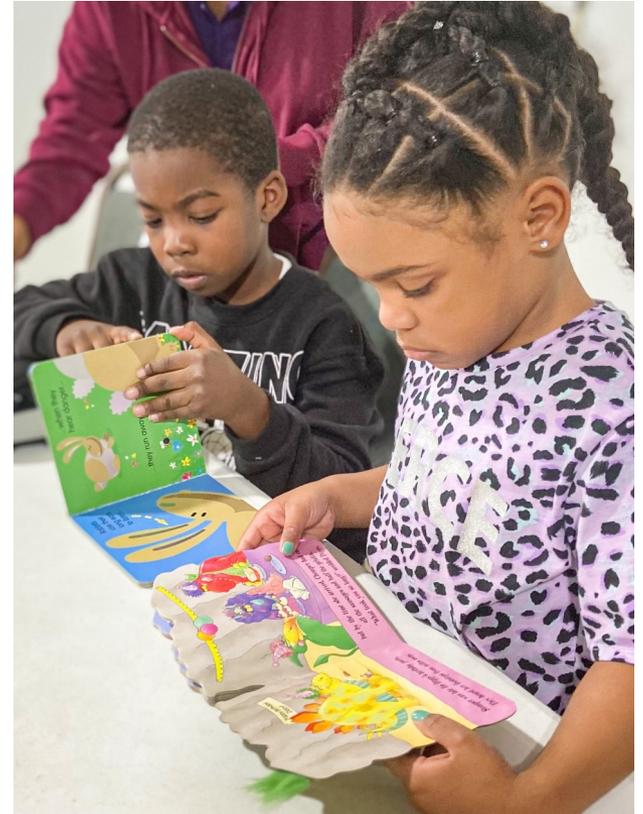
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Gives 10 children access to life-saving swim lessons that build confidence, teach safety, and skills that last a lifetime.

Giving Level	Amount of Gift	Recognition Benefits
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Benefactor's Club	\$2,500 - \$4,999	Digital or Banner recognition, Website, Annual report, Invitation to Cornerstone Event, Recognition at 3 locations of choice, Invitation to Annual Meeting
Founder's Club	\$5,000 or more	Digital or Banner recognition, Website, Annual report, Invitation to Cornerstone Event, Recognition at all Y locations, Invitation to Annual Meeting



Youth Development



Community Need

- Lack of accessible and affordable afterschool care
- More than 55% of children aged 6 – 12 in the state are left without viable options for care after school hours



75%

of Greater Baton Rouge Parents said that, without after school programs, they would have to reduce their working hours or stop working altogether.



2 months

is the average learning loss students experience over summer without intervention.

Your gift provides scholarships to YMCA after school programs, an essential need.

YMCA Solution

- Charitable gifts can play a crucial role in addressing this urgent need.
- Gifts help to expand our reach and offer more scholarships to help bridge the gap for local families.



Healthy Living



Community Need

- Loneliness & isolation epidemic**
 - Health impacts are severe: increased risk of cardiovascular disease, dementia, depression, and anxiety.**

YMCA Solution

- Charitable gifts can help the Y develop and invest in programs that bring people together and build healthy relationships.



GIVE TODAY TO SUPPORT SENIORS AND ACTIVE ADULTS, AND HELP ENSURE EVERYONE HAS ACCESS TO PROGRAMS THAT KEEP THEM MOVING, CONNECTED, AND THRIVING.

SOCIAL RESPONSIBILITY



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In summer 2024, Reign's family experienced a devastating loss when a young relative drowned. Fear took over, and her parents vowed to keep Reign far from the water.

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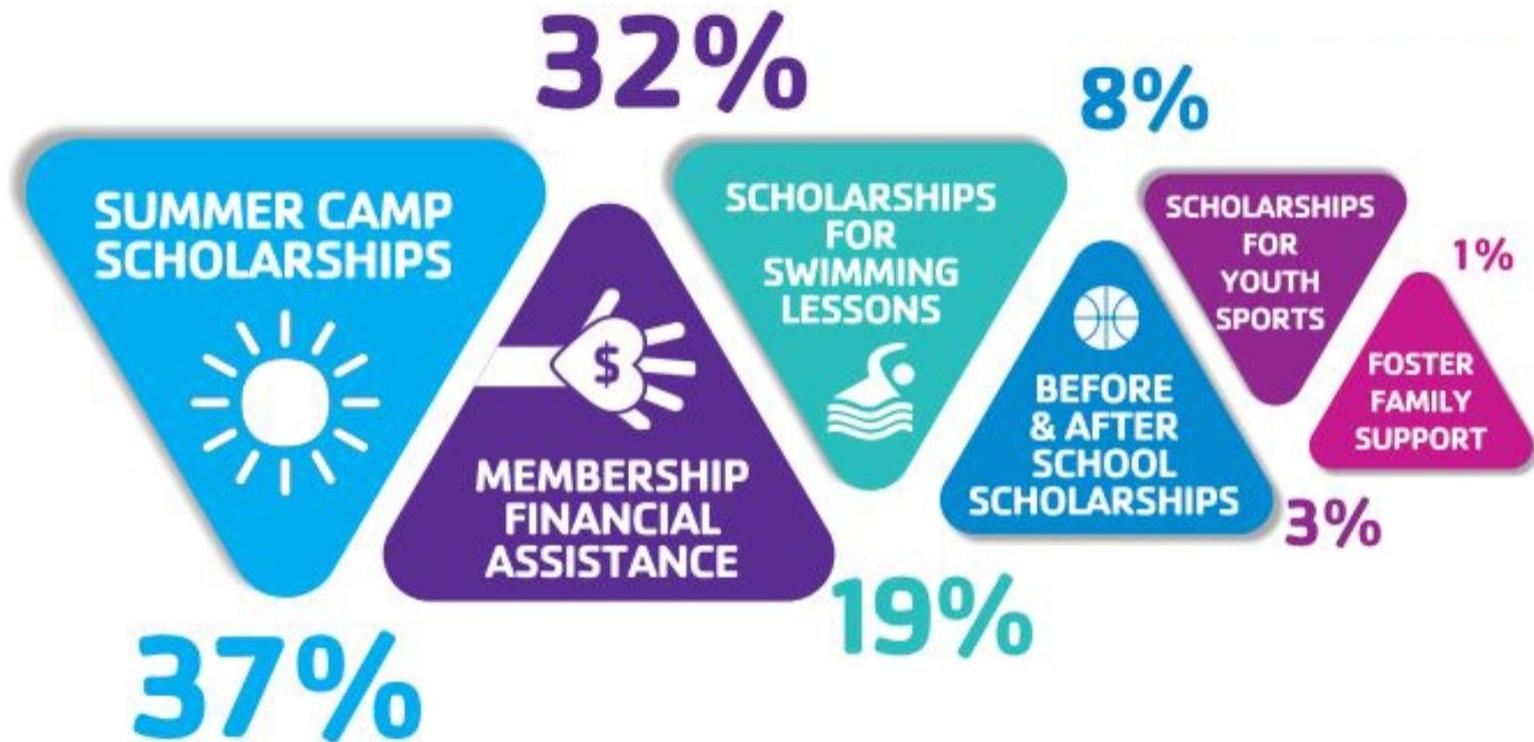
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**More
contributions
=
Greater access
to life-saving
swimming
skills**

**Dues support operations:
equipment, utilities, maintenance,
salaries**

Your Gift Changes Lives!



WHAT IS YOUR Y STORY?



WHY IS STORYTELLING AN EFFECTIVE TACTIC FOR FUNDRAISING

It connects with emotions

Shows donors that their actions are making a difference

It gives dignity and context to the beneficiaries and connects their lives to donors



STORYTELLING

Sharing your “why”

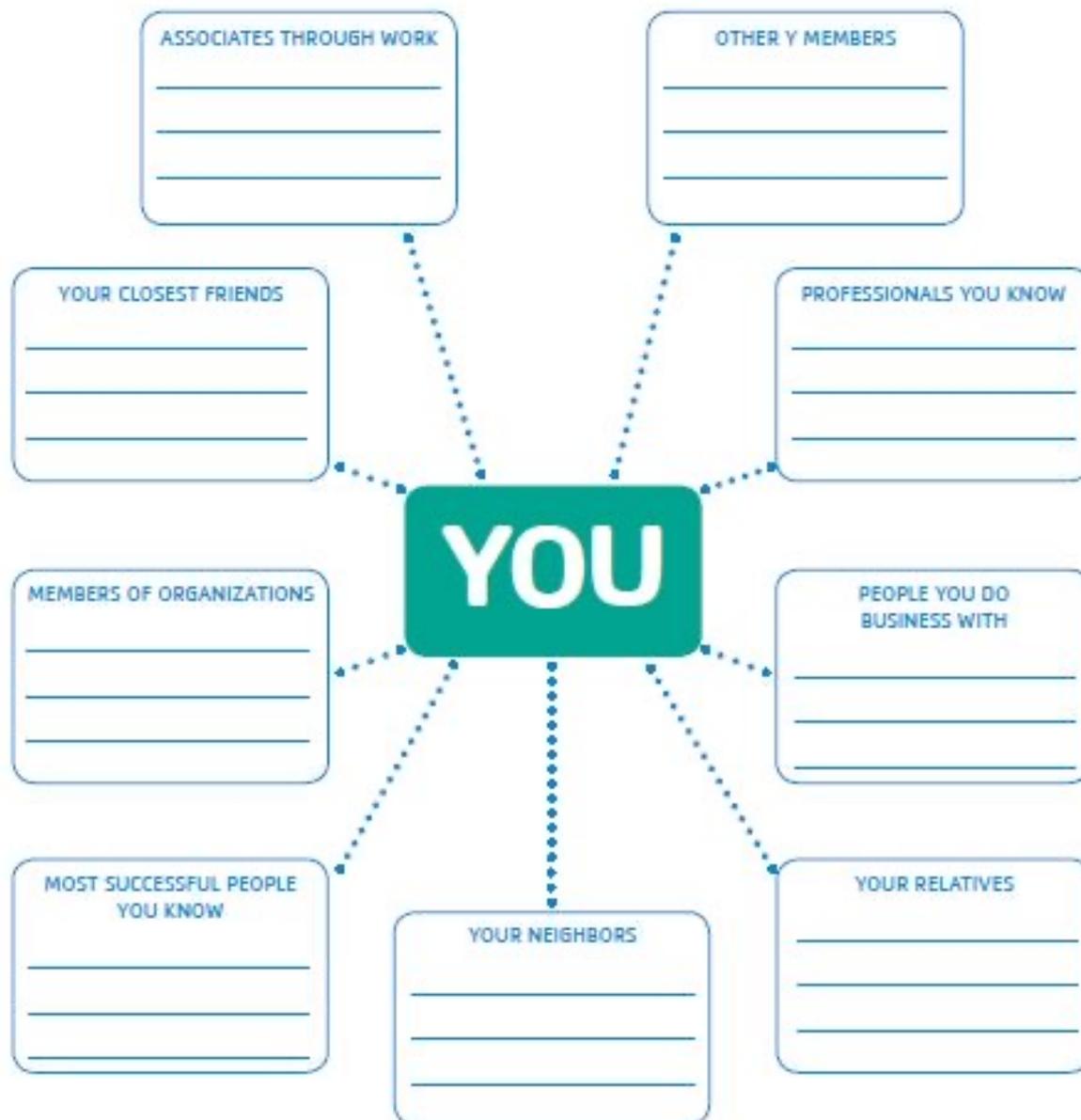


Storytelling has emerged as one of the most powerful methods for communicating the Y’s cause and advancing critical efforts such as fundraising; engaging staff, members, boards, and community representatives; and building a cause-drive culture. Storytelling is a key technique that celebrates and reminds us to live our cause every day.

As a YMCA volunteer, it is important that you can share your own story with people in the community. Fill out the prompt below to think about and articulate how the Y has made a difference in your life or someone you know, then practice your story with a friend. This tool will help you communicate the Y’s cause to your potential donors. Give it a try!

CIRCLE OF INFLUENCE

Who do I ask? People give to people they know and trust before they give to a cause or an organization. Consider the following sources when looking for donor prospects.





Campaign Structure

BRANCH CAMPAIGN CHAIR

BRANCH BOARD SOLICITATION CHAIR

BRANCH MAJOR GIFTS CHAIR

BRANCH MEMBER INVOLVEMENT CHAIR

CAMPAIGNER TEAMS AND CAMPAIGNERS



Campaigner Resources



CAMPAIGNER RESOURCES

Throughout the campaign, you can reference this page for resources as well as an update on funds raised to date.



Campaigner Resources



Pledge Card

Download the fillable pledge card to make your new pledge. Consider sharing the pledge card with additional potential supporters in our community.

[Pledge Card](#)



Mission Partner Packet

Are you planning to meet with a potential donor? Download our customizable Mission Partner Packet to assist when asking for a donation.

[Mission Partner Packet](#)



Impact Report

View the Y's Impact in the community.

[Impact Report](#)



Campaign Brochure

Click the link below to download the Y's Annual Campaign Brochure.

[Campaign Brochure](#)



IRS 501c3 Letter

A donation to the YMCA of the Capital Area is tax-deductible. Attached is our IRS 501c3 letter for your donors' records. Our tax ID is 72-0408994.

[501c3 Letter](#)



MONTHLY GIVING

Become a sustainer through our monthly giving program.

[Monthly Giving](#)



Campaigner Resources

TOOLS FOR A SUCCESSFUL CAMPAIGNER

Tools and resources to help solicit donations.



Impact Chart

Share with your potential donors how a specific gift amount will have an impact in our community.



Reasons People Give

Use this guide to help you relate and connect the Y's cause with your prospective donors.



Campaigner Success

Tips and tricks on how to approach donors, make powerful asks, and how to connect on behalf of the Y and our beneficiaries.



Email Template

Use this resource to highlight our impactful work in Youth Development, Healthy Living and Social Responsibility.

Making The Ask

A Script

INTRODUCE YOURSELF

"Hi, [FRIEND NAME], this is [YOUR NAME]! As you may know, I'm a volunteer with the YMCA and we're conducting our Annual Support Campaign. Thanks again for taking the time to talk with me about the YMCA and the good work we're doing."

DISCUSS THE YMCA

"I'm a volunteer in the Y Campaign because I (talk about your Y involvement if it's appropriate). "Have you had any experiences with the YMCA?"

- If "Yes"... "Tell me about your experience with the Y." (Respond appropriately to the experiences related 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.)

DISCUSS THE CASE FOR SUPPORTING THE YMCA

"This year, we're planning to raise \$ _____ to support programs and services that will help children and families throughout our community."

- "What's unique about the YMCA is that we do not turn anyone away because of an inability to pay. Annual Campaign dollars underwrite scholarships for things like afterschool programs, summer day camp, swim lessons and YMCA memberships."
- "What's even better is that we weave character building values into every program that we run. That's one reason why we say that the YMCA 'strengthens the foundations of our community.'"

REQUEST A SPECIFIC DOLLAR AMOUNT

"Will you consider a contribution of \$ _____ this year, or \$ _____ per month for 10 months?" (Silence...let them answer.) If prospect is unresponsive...

"Let me give you a better idea of how you can help..."

SUGGEST ONLINE GIVING WHEN APPROPRIATE

"You can also make a donation online at www.ymcabr.org. Just click the 'DONATE' button at the top of the home page and it will take you to a secure page."

"Select the [Branch] the from the pulldown menus. Enter the amount you'd like to contribute and your contact information. It's safe and easy."

AGREE ON AN AMOUNT

"Thank you so much, You'll receive an acknowledgement (and an email confirmation for online giving) from the Y in the very near future. Let me check if the contact information I have for you is correct. Would you prefer to pay your gift in full or on some other basis?" (Complete details of the pledge.) "The YMCA really appreciates your generous support...and so do I."

THINGS TO REMEMBER

- Just tell your story and connect it to the Annual Campaign's significance,
- People don't give because they haven't been asked,
- Being asked to give is a chance for someone to feel good and do good,

To feel best prepared, try to answer the following questions in your response: Why do I volunteer? Why do I give? What benefits have I received from the YMCA? What is the best part of the Annual Support Campaign?



**CAMPAIGNER
RESOURCES
YOUR INPUT
IS NEEDED...**



FIND YOUR REASON TO GIVE

FOR YOUTH DEVELOPMENT*
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ANNUAL CAMPAIGN

Name

Address

City State Zip Code

Phone

Email

What company do you work for?

Your support is appreciated! The following donation levels are examples of what your gift will allow us to provide.

\$2,500: Provides 7 foster care children with a YMCA membership for one month.

\$500: Provides 5 teens with support to participate in mentorship programs that support leadership development.

\$750: Provides 10 children access to Safety Around Water education and gives them confidence with the ultimate goal of saving lives.

\$1,000: Supports 10 working families with out-of-school time scholarships keeping kids safe, inspiring learning, and providing peace of mind to working parents.

\$2,500: Provides 10 seniors with access to Heart 2 Heart, the cardiac and pulmonary maintenance program.

\$ Other Amount

Total Pledge Amount:

Branch I want to give to:

Donor Signature:

Payment Options:

I wish to pay in full.
I wish to set up an auto draft for my payments.
Please send me a reminder for my pledge payments.

Payment Method:

Credit Card Visa MC Amex Discover
Acct #: Exp. Date:
Bank Draft (Attach voided check)
Full Payment Enclosed

Payment Schedule:

Weekly Monthly Quarterly Semi-Annually Annually
Start Date:

Campaigner:



GIFTS OR PLEDGES OF \$1,000+
QUALIFY FOR MEMBERSHIP IN
THE CHAIRMAN'S ROUNDTABLE

WAYS TO GIVE



Email the Y your completed pledge card
showell@ymcabr.org



Mail the Y your completed pledge card
YMCA Annual Support Campaign
8704 Jefferson Hwy., Ste. B
Baton Rouge, LA 70809



Scan or text YMCAIMPACT
to 44321.



EVERY DONATION FUELS HOPE, HEALTH, & SAFETY FOR ALL.



**\$60 or \$5/MONTH
GIVES A CHILD**

A week of afterschool care where kids feel safe, supported, and connected.



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Helps seniors stay active and prevent chronic disease through YMCA wellness programs.



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building teamwork, responsibility, and lifelong confidence through Y youth sports.



**\$504 or \$42/MONTH
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Teens gain skills to become the next generation of civic leaders through Youth & Government.



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Founder's Club	\$5,000 or more	Digital or Banner recognition, Website, Annual report, Invitation to Cornerstone Event, Recognition at all Y locations, Invitation to Annual Meeting.



Ways to Give

Via Check/Credit Card or pledge

Donate online @ymcabr.org/give

**Text to Give: Text YMCAIMPACT to
44-321**



Additional Support

DONOR ADVISED FUNDS

A donor advised fund (DAF), which is like a charitable savings account, gives you the flexibility to recommend how much and how often money is granted to YMCA.



DAFs

ENDOWMENT FUND

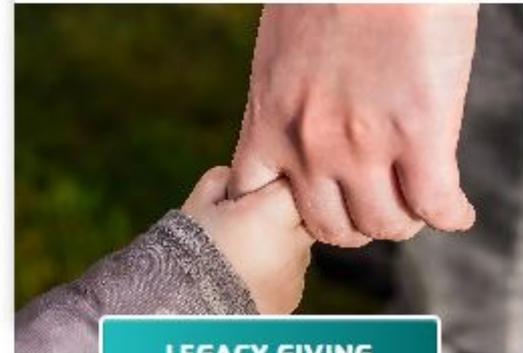
Donors of the YMCA Cornerstone Endowment Society can ensure a brighter future for our community and our Y.



ENDOWMENT FUND

LEGACY GIVING

Helping future generations thrive when you include the YMCA of the Capital Area in your estate plan.



LEGACY GIVING

DIGITAL FUNDRAISING

Peer-to-Peer Fundraising

Leverage the fundraising power of community. Start a movement in a snap by empowering your supporters to collect donations on your behalf through their own personalized campaign pages.



Peer-to-Peer Link



MONTHLY GIVING PROGRAM

**Makes it easier to give increased
gifts...**

\$500 = \$41.66/month

\$1,000 = \$83.33/month



BECOME A SUSTAINER

YMCA Annual Campaign

WHY BECOME A Y SUSTAINER?

Y Sustainers help support and strengthen our programs and community work with ongoing monthly gifts that renew automatically. This type of donation allows the YMCA to look beyond the “now” as we strive to improve health outcomes, support education, develop changemakers, and strengthen families in the Capital Area.

HOW TO BECOME A Y SUSTAINER.

Becoming a Y Sustainer could not be easier. Use the QR code to navigate to the Monthly Giving Page, select your preferred branch, Login or Create an Account, enter your monthly amount, add to cart, and complete checkout. Your gift will be continuous until cancelled.



SMALL GIFTS. BIG CHANGE

A monthly gift of:

- \$5/month gives a child a week of afterschool care where kids feel safe, supported, and connected.
- \$9/month supports seniors and helps them stay active and prevent chronic disease through YMCA wellness programs.
- \$21/month gets 4 kids in the game by building teamwork, responsibility, and lifelong confidence through Y youth sports.
- \$42/month develops community leaders, and teens gain skills to become the next generation of civic leaders through Youth & Government.
- \$84/month creates confident, safe swimmers and gives 10 children access to life-saving swim lessons that build confidence, teach safety, and skills that last a lifetime.



**Chairman's Roundtable \$1,000 +
Digital Recognition**

THANK YOU!



**FIND JOY IN GIVING.
FIND YOUR Y.
GIVE TO THE Y TODAY**



YMCA OF THE CAPITAL AREA