



THE Count Me *In* **PLACE**

No Place Like This Place

Annual Campaign Volunteer Handbook

YMCA of Southeastern North Carolina

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

VOLUNTEER NAME:

TABLE OF CONTENTS

About the YMCA	Page 04
Sharing Our Story	Page 05
Annual Campaign Overview	Page 06
Communicating Our Impact	Page 07
Tips for Successful Fundraising Efforts	Page 08
Sample Letter or Email	Page 10
Tips for Being a Successful E-Campaigner	Page 11

STAY CONNECTED

BRANCH LEADERS

Jeremy Hardy, Executive Director
Midtown YMCA
(910) 769-6800 x324
Jeremy.Hardy@ymcasenc.org

Josh Gravette, Executive Director
Nir Family YMCA
(910) 251-9622 x306
Josh.Gravette@ymcasenc.org

Bill Nunez, Executive Director
Sampson County YMCA
(910) 490-1311
Bill.Nunez@ymcasenc.org

Corey Maarschalk, Vice President
YMCA Youth Services
(910) 726-9847 x255
Corey.Maarschalk@ymcasenc.org

DEVELOPMENT TEAM

Shannon Berg, Director of Development
YMCA of Southeastern NC
(910) 251-9622 x227
Shannon.Berg@ymcasenc.org

Diane Komm, Resource Development Coordinator
YMCA of Southeastern NC
Diane.Komm@ymcasenc.org



ANNUAL CAMPAIGN RESOURCES: [YMCASENC.ORG/AMBASSADOR](https://ymcasenc.org/ambassador)

ABOUT THE YMCA

EVERYONE DESERVES A PLACE AT THE Y

The YMCA of Southeastern North Carolina is more than a gym or a place to swim. We are a nonprofit organization committed to strengthening our community by helping children thrive, supporting healthy living and creating opportunities for people to connect and belong.

Each year, thousands of children, families and individuals find **their place at the Y** — a place to learn to swim, play their first sport, spend the summer at camp, improve their health, make friends or simply feel part of a community.

But not everyone can afford the full cost of membership or programs.

That's where the **Annual Campaign** comes in.

Gifts to the Annual Campaign help ensure that financial circumstances never have to be the reason someone cannot participate. Donor support provides financial assistance for YMCA memberships and programs while also helping make important community programs possible.

When you give — and when you volunteer — you help make the Y a place for all.

WHY THE Y?

We are community-centered.

Since 1887, our YMCA has listened and responded to the changing needs of the communities we serve.

We bring people together.

The Y welcomes people of all ages and backgrounds and creates places where relationships and a stronger sense of community can grow.

We invest in people.

From a child's first swim lesson to an older adult finding friendship and connection, the Y helps people learn, grow and thrive at every stage of life.

We make access possible.

Donor support helps remove financial barriers so more people can experience everything the YMCA has to offer.

OUR YMCA COMMUNITY

Our YMCA serves communities throughout Southeastern North Carolina through:

- Nir Family YMCA
- Midtown YMCA
- Sampson County YMCA
- YMCA Camp Kirkwood
- Youth Services
- Outdoor Pools & Community Programs

FINANCIAL ASSISTANCE

At the YMCA, everyone should have the opportunity to belong.

Thanks to generous donors, the Y provides income-based financial assistance for memberships and programs including child care, summer camp, swim lessons, youth sports, health and wellness programs and more.

In 2025 alone, more than **\$1.5 million** in financial assistance and subsidized programs helped thousands of children, families and individuals access YMCA opportunities throughout our community.

That is the power of the Annual Campaign: local dollars helping local people find their place at the Y.



SHARING OUR STORY

SEE THE IMPACT

Behind every gift is a person, a family or a story. As an Annual Campaign volunteer, one of the most powerful things you can do is help others understand what their support makes possible. These stories are examples of how the YMCA creates opportunities for people to grow, connect and belong.

A PLACE TO CONNECT

ACTIVE OLDER ADULTS

For older adults, the YMCA can be much more than a place to exercise. It's a community where friendships are formed, routines are built and people find encouragement and connection.

Hear directly from YMCA members about the relationships, community and sense of belonging they've found at the Y.



SCAN TO WATCH

A PLACE TO GROW

BRION BRUNSON

Brion's YMCA story shows how an experience at the Y can come full circle. After growing up participating in YMCA programs, Brion returned to the Y as a summer camp counselor — helping create the same kinds of positive experiences for another generation of children.

His story is a reminder that an investment in a young person today can have an impact for years to come.



SCAN TO WATCH

A PLACE TO LEARN

SCHOOLS IN POOLS

Learning to swim is more than a recreational opportunity — it's a lifelong safety skill.

Through Schools in Pools, the YMCA and its community partners are helping local children gain confidence in the water and learn essential swimming and water safety skills.

See how this program is helping remove barriers to swim instruction and giving more children access to skills that can last a lifetime.



SCAN TO WATCH

EVERY GIFT HAS A STORY

These are just a few examples of what happens when our community invests in the YMCA.

Annual Campaign gifts help create more stories like these — giving people throughout our community a place to belong, grow and thrive.

YMCA ANNUAL CAMPAIGN OVERVIEW

WHAT IT IS

The YMCA's Annual Campaign is a fundraising initiative that makes the Y available to people who cannot afford the cost of program and membership fees. By removing financial barriers, we are fulfilling our mission to make the Y available to ALL.

WHO IT HELPS

Annual Campaign dollars support local children, families and individuals through opportunities like child care, summer camp, swim lessons, youth sports, health and wellness programs, and YMCA memberships. Every gift makes a difference right here in our community.

HOW IT WORKS

Volunteers and staff connect with friends, family members, colleagues, businesses and community partners to:

- Share stories of YMCA impact
- Connect people with our mission
- Invite others to be part of the work
- Ask for their support

WHEN IT HAPPENS

The Annual Campaign is a year-round effort built through relationships, storytelling, cultivation and stewardship.

Throughout the year, YMCA staff, board members and volunteers engage donors and prospective supporters in different ways. Our community campaign provides a concentrated opportunity each fall for volunteers to reach out to their networks, share the Y story and invite others to give.

YOUR ROLE

You don't have to be a professional fundraiser. You simply need to share why the Y matters and give others the opportunity to get involved.

SHARE the Y's story.

CONNECT people to our mission.

INVITE them to make a difference.

GET STARTED IN 4 SIMPLE STEPS

1. GET READY | ATTEND A CAMPAIGN TRAINING

Choose the training date that works best for you. We'll give you the stories, resources and tools you need to feel confident sharing the Y's impact and asking others to join you.

September 2 | 12:00–1:00 PM
Nir Family YMCA — Community Room
2710 Market Street, Wilmington

OR

September 3 | 12:00–1:00 PM
Nir Family YMCA — Community Room
2710 Market Street, Wilmington

2. GET INSPIRED | JOIN US FOR CAMPAIGN KICKOFF

Come together with fellow volunteers and YMCA leaders as we officially launch the community campaign.

September 24 | 5:30–7:00 PM
Nir Family YMCA — Youth Studio
2710 Market Street, Wilmington

3. SHARE THE Y | REACH OUT TO 10 PEOPLE

Think about the people already in your circle — friends, family members, neighbors, colleagues or businesses you know.

Share why the Y matters to you, tell a story of impact and invite them to join you in supporting the Annual Campaign.

4. CELEBRATE IMPACT | WRAP-UP CELEBRATION

Come back together to celebrate what our volunteers and donors made possible.

November 5 | 5:30–7:00 PM
The Harrelson Center
20 N. 4th Street, Suite 214, Wilmington

THANK YOU FOR SAYING YES!

By volunteering, you're helping more people discover their place at the Y — and giving our community the opportunity to be part of something that makes a difference.

COMMUNICATING OUR IMPACT

We believe the Y is an essential part of our community and it belongs to everyone regardless of age, income or background. That's why we offer scholarships, funded by community support and donations to our Annual Campaign. These scholarships provide kids, families and adults the opportunity to pay program and membership fees that align to their household income.

Last year, our Y provided more than \$1.5 million in financial assistance to support thousands of kids, families and individuals in our local community.



Membership

Offers children, adults and families the opportunity to stay healthy together.



Afterschool

Fosters a safe environment that allows children to learn, grow and thrive.



Youth Programs

Allows kids the opportunity to participate in our youth basketball, soccer, Girls on the Run and STRIDE programs.



Summer Camp

Creates lasting friendships through new experiences, skill building and adventure.



Community

Supports other local community organizations and initiatives.



Population Health

Provides health and wellness programs including LIVESTRONG at the YMCA and our Diabetes Prevention Program.

ASKING OTHERS TO GIVE TO THE YMCA

PARKINSON'S EXERCISE

\$40 = allows a Parkinson's patient to participate in Parkinson's Exercise classes for one month.

LEADERS CLUB

\$50 = sponsors a teen to be a part of the YMCA's Leaders Club.

GIRLS ON THE RUN / STRIDE

\$85 = inspires positive self-esteem and healthy lifestyles through the power of running.

SWIM LESSONS

\$115 = gives a child the opportunity to learn to swim.

YOUTH SPORTS

\$140 = one season for a child to build confidence, learn skills and make new friends through youth sports.

MOVING FOR BETTER BALANCE

\$150 = helps a senior to improve their balance and mobility.

SUMMER DAY CAMP

\$185 = provides a child with a week of exploration at summer camp.

LEADERSHIP THROUGH AQUATICS

\$300 = sponsors a teen to become an American Red Cross Certified Lifeguard through leadership training.

LIVESTRONG® AT THE YMCA

\$375 = allows a cancer survivor to be a part of LIVESTRONG® at the YMCA

DIABETES PREVENTION PROGRAM

\$550 = provides an individual with skill and support to make lasting healthy lifestyle changes and reduce the risk of developing type 2 diabetes

YMCA CAMP KIRKWOOD

\$898 = sponsors a teen to attend a week of overnight camp at YMCA Camp Kirkwood.

AFTERSCHOOL CARE

\$3,160 = offers a full year of afterschool care for the child of a working parent.

TIPS FOR SUCCESSFUL FUNDRAISING

1 MAKE YOUR OWN PLEDGE FIRST

We can't ask others to give if we aren't willing to. It is easier to ask someone to give once you have made a commitment.

2 KNOW WHAT YOU ARE DOING AND WHY

A positive, confident attitude is the first and most important step. Be clear about your own commitment, be yourself, talk from the heart.

3 ONLY CONTACT PEOPLE IF YOU HAVE THEIR DONOR CARD

Assigning Y Ambassadors to donors ensures that an individual is only contacted by one volunteer. Contact one of our Campaign Coordinators if you would like to add someone to your list.

4 ASK YOUR BEST PROSPECTS AND LAST YEAR'S DONORS FIRST

You'll gain confidence and momentum with an early yes!

5 KNOW THE DONOR'S HISTORY WITH THE YMCA

Familiarize yourself with the donors involvement with the Y and giving history using the information provided on the donor assignment cards.

6 MAKE IT PERSONAL

Give examples of how the Y has impacted you or someone else - make giving more meaningful to a donor.

AS A BOARD MEMBER: "You may not know this, but I'm on the board at the YMCA. The reason is because _____. One of the ways we support the mission of the Y is to raise money so that everyone can participate."

AS A YOUNG PERSON: "When I was young, the Y made a difference in my life and now I want to do that for someone else."

AS A MEMBER: "At our branch there are so many awesome stories about the lives that have been changed at the Y. Do you have a minute so I can share one?"

AS A PARENT OR PROGRAM PARTICIPANT: "While participating in Y programs I had the opportunity to witness the positive impact the YMCA has on others."

7 ENCOURAGE PLEDGING

Many individuals can give a larger amount if they can pay over the course of 12 months.

8 CONFIRM A PLEDGE

Once a pledge is made, verify the contact information and thank the donor. Turn in pledge cards promptly and communicate any roadblocks. Report your progress on a weekly basis.

9 MAKE FRIENDS FOR THE Y

Not everyone will choose to give but you shared the great work that the Y does in our community - so ALWAYS make friends for the Y.

10 MEET YOUR PROSPECTS IN PERSON WHENEVER POSSIBLE

TIPS FOR SUCCESSFUL FUNDRAISING

DONATION METHODS

CASH OR CHECK

Attach to a pledge card and turn it in to the YMCA by dropping it off in the donation boxes at one of our branches, or sending it by mail. Checks can be made out to "YMCA of Southeastern NC" and mailed to PO Box 3467, Wilmington, NC 28406.

CREDIT CARD

Donors can make online donations with a credit card by visiting our website www.ymcasenc.org/giveback and selecting a branch to support. Or, Provide them the link to your personal fundraising page.

STOCK DONATIONS

We accept gifts of stock which often provide tax benefits to the donor. To make a gift of stock, please refer donors to Sarah Gibbs at Sarah.Gibbs@ymcasenc.org with their contact information and we'll follow up with them.

MATCHING GIFTS

The Y is eligible to receive matching gifts from companies or organizations which double or even triple contributions made by their employees. Please instruct the donor to obtain the appropriate forms from his/her human resources department, complete the employee section, sign the form and send it to Diane.Komm@ymcasenc.org

HOW TO SET UP YOUR ONLINE FUNDRAISING PAGE

Visit <https://secure.qgiv.com/event/ymcacomunityphasecampaign2026/register> and select your role as YMCA Staff or Y Ambassador.

You can also scan the QR code to access the registration page:

IF YOU ARE YMCA STAFF (TEAM CAPTAIN)

1. Select Your Branch
2. Select "YMCA Staff" and "Join or Start a Team"
3. Create a Team Name that will be recognizable to your team members and set a fundraising goal. (Note: Default Fundraising Goal will be set to \$7,500 and is based on 10 team members raising \$750 each. (We will adjust this goal amount on the back end once we know how many team members you will have)
4. Enter your personal information and set a personal fundraising goal (defaulted to \$750 for every participant)
5. Add an optional gift to kick off your team's fundraising (Note: You will also be able to donate at a later time if you choose not to during the registration process)
6. Create a password and activate your account
7. Go to your fundraising dashboard and start customizing your profile and fundraising page

IF YOU ARE A Y AMBASSADOR

1. Select Your Branch
2. Select "Y Ambassador" and "Join or Start a Team"
3. Select "Join" next to the Team Name that asked you to participate
4. Enter your personal information and set a personal fundraising goal (defaulted to \$750 for every participant)
5. Add an optional gift to kick off your fundraising (Note: You will also be able to donate at a later time if you choose not to during the registration process)
6. Create a password and activate your account
7. Go to your fundraising dashboard and start customizing your profile and fundraising page

DONOR RECOGNITION LEVELS

\$50,000+ Partners

\$25,000+ Legacy Society

\$10,000+ Leaders

\$5,000+ Champions

\$2,500+ Changemakers

\$1,000+ Chairman's Roundtable

\$500+ Believers

\$250+ Supporters

\$100+ Friends



SCAN TO START

SAMPLE LETTER / EMAIL / CALL SCRIPTS

LETTER / EMAIL SCRIPT FOR NEW DONORS

Dear (Donor Name),

I am thrilled to share that as a supporter of the (YMCA Branch), I am participating in this year's Annual Campaign to continue making the YMCA accessible to everyone in our community. (I became involved with the YMCA because....).

The Y's mission is important to me because I care about creating a place for everyone in our community to belong - to improve themselves, learn healthy habits and build connections with others. The Y makes that possible. The Y's reach is tremendous—and your support of the Annual Campaign will help ensure that everyone has access, regardless of financial ability.

My personal goal is to raise (insert dollar goal). Every donation makes a difference - no matter the amount. All donations go towards financial assistance at the Y, making sure that everyone has access regardless of financial ability. To make a contribution, please visit my personal fundraising page: (insert direct URL to your page).

Sincerely,
(Ambassador Name)

CALL SCRIPT FOR EXISTING DONORS

Hello (Donor Name), this is (Ambassador Name) with the YMCA!

Do you have a quick moment to talk?

On behalf of the YMCA I would like to first off, thank you for being a part of our organization and for your generous support to the Y. Do you mind telling me a little more about your involvement with the YMCA?

That's great! As you may already know, our Annual Campaign is in full swing and I noticed that you have previously given to the YMCA in the past. Would you be interested in making another donation of (previous giving amount) to the Y's Annual Campaign to support kids, families, adults and seniors who may not otherwise be able to afford Y programs?

A donation of....

- \$115 could teach a child to learn to swim
- \$140 ensures a safe place for a teen to stay active after school hours through youth sports
- \$185 provides a child with a week of exploration at summer camp
- \$375 allows a cancer survivor to be a part of LIVESTRONG® at the YMCA

If the donor says yes.... Great! Thank you so much for your continuous support to the YMCA. If you don't mind I am going to make sure I have the correct information for you on file so that we can collect your donation at your convenience.

If the donor says no... I completely understand. Thank you for your time and for all that you do for the YMCA. If you happen to change your mind, you can make a donation at our front desk or online at ymcas-enc.org/give any time of the year.

We appreciate you being a part of the YMCA, have a great day!

TIPS FOR ONLINE FUNDRAISING

BEST PRACTICES FOR USING SOCIAL MEDIA

- Start off with a personal statement. Tell potential donors why you're passionate about the Y.
- Keep your message short. This is especially important when posting on Facebook, long posts get overlooked.
- Use a great photo or video to support your message. Include a link to a Y Story on our YouTube page.
- Include a direct link to your fundraising page for online donations.

SOCIAL MEDIA EXAMPLES:

- Afterschool at the YMCA has been an awesome experience for my girls. I knew they were in a safe and caring environment each afternoon. They even finished their homework before I picked them up! This year I am supporting the Y's Annual Campaign to make sure all families have access to this great program. Support our local YMCA and give at [\[insert link to your personal fundraising page\]](#)
- The Y believes everyone deserves the same opportunities, no matter who you are or where you are from. Learn more about the work the YMCA is doing in our community, and how you can support these efforts by supporting the Annual Campaign. Give online at [\[insert link to your personal fundraising page\]](#)
- For cancer survivors, recovery is about more than just the physical. LIVESTRONG® at the YMCA is a free program supported by the YMCA Annual Campaign and provides group fitness and emotional support to cancer survivors. \$375 gives a survivor access to this life-changing community. Make a gift to the YMCA today to support this program. Give online at [\[insert link to your personal fundraising page\]](#)
- As a parent, it's important to me that my kids are in a safe, nurturing environment after school. The Y provides that for our family. But some families struggle to afford that care. Make a gift to the Annual Campaign today and let's make sure every child in our community has access to this critical program. Give online at [\[insert link to your personal fundraising page\]](#)

BEST PRACTICES FOR EMAILS

- Don't mass email. Send a personal message to each prospect.
- Start off with a personal statement. Tell potential donors why you're passionate about the Y.
- Share information. Attach campaign resources to your email or include supporting information within your message.
- Use a great photo or video to support your message. Include a link to a Y Story on our YouTube page.
- Include a direct link for online donations to your personal fundraising page
- If you don't hear back, send a follow up email a week after your first message to highlight our campaign progress and emphasize urgency.





YMCA OF SOUTHEASTERN NORTH CAROLINA

Association Office

PO Box 3467
Wilmington, NC 28406

Midtown YMCA

709 George Anderson Dr.
Wilmington, NC 28412

Nir Family YMCA

2710 Market St.
Wilmington, NC 28403

Sampson County YMCA

417 E. Johnson St
Clinton, NC 28328

YMCA Camp Kirkwood

2015 Camp Kirkwood Rd.
Watha, NC 28478

YMCA Youth Services

PO Box 3467
Wilmington, NC 28406

www.ymcasenc.org