



THE Count Me In PLACE

No Place Like This Place

YMCA OF SOUTHEASTERN NORTH CAROLINA'S 2026 Annual Campaign Volunteer Handbook

Thank you for volunteering for the YMCA's 2026 Annual Giving Campaign. Your support will help to provide financial assistance for individuals and families in need of memberships and programs.

Thank you for making the Y a place for all.

Our Mission: The YMCA of Southeastern NC is a non-profit association committed to a mission of putting Christian principles into practice through programs that build a healthy spirit, mind and body for all.

VOLUNTEER NAME:

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Annual Campaign Resources: ymcasenc.org/ambassador

ABOUT THE YMCA

Mission

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

Why invest your time and dollars in the Y's Annual Campaign?

The YMCA of Southeastern NC is committed to providing quality programs and facilities to everyone, regardless of their ability to pay. While we strive to keep values-based programs and associated fees affordable by subsidizing some of the real costs, we know that during difficult times some individuals and families need financial assistance.

Through the annual campaign, we are able to ensure that no one is turned away based on their ability to pay. Your volunteer and financial commitment will help thousands of youth and families share in the Y experience!

- The Y is community centered. Since our local YMCA was founded in 1887, we've been listening and responding to our community!
- The Y brings people together. We connect people of all ages and backgrounds to bridge the gaps in community needs

YMCA BRANCHES:

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

FINANCIAL ASSISTANCE

Thanks to generous support from donors, we offer Income-based rates for membership and programs, including swim lessons, youth sports, health and wellness, camp, and child-care. The Y offers a sliding scale to fit each individual or family's financial situation. In fact, 1 in 4 of the people we serve receive some sort of financial support from the Y. In 2025, with your support you helped us to provide more than \$1,547,747 in community benefits and financial assistance to support thousands of kids, families and individuals in our local community.



“The Y is my life. Half of my day is here. It keeps me going. The Y is my family. The Y is not just doing the exercise. It’s not the exercise program, it’s not the water program — it’s the community...”



Dr. Jyotsna Shah
YMCA Member & Supporter



Scan the QR code to watch Dr. Shah's Y story video!

“Being a part of the Y has provided my family an amazing support system. Access to the Y's Afterschool program is paramount for me.”



Hannah Vidal
Afterschool Parent
and YMCA Member



Scan the QR code to watch the Vidal family's Y story video.

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

100% of Annual Campaign contributions go back into the community. The campaign makes it possible for children, families, seniors, and others to benefit from Y programs and memberships, regardless of their financial circumstances.

» HOW IT WORKS

Community volunteers and Y staff join together in an effort to tell "the Y story" to everyone in their networks: friends, corporate leaders, family and colleagues. The campaign is as much about communicating the Y's daily impact on people's lives as it is about raising money.

» WHEN IT HAPPENS

Cultivation, stewardship and asking occurs year-round. Staff are asked for donations in November and board members are asked in January. Major gifts are targeted in the spring while the community campaign takes place in the fall.

» YOUR ROLE

Throughout the year and especially during the Annual Campaign we rely on our volunteers to be ambassadors and champions of our mission. This is achieved through sharing our stories, communicating our impact, connecting people to our cause and providing them with the opportunity to give back to their community by volunteering and donating.

CAMPAIGN CALENDAR

Thank you for being a Volunteer!

- 1. Pick a training time**
- 2. Attend kickoff event**
- 3. Call at least 10 people**
- 4. Celebrate with us at the wrap-up event!**

Sep 2	Campaign Training #1 12:00pm-1:00pm Nir Family YMCA Community Room 2710 Market St. Wilmington, NC
Sep 3	Campaign Training #2 12:00pm-1:00pm Nir Family YMCA Community Room 2710 Market St. Wilmington, NC
Sep 24	Kickoff Event 5:30pm-7:00pm Nir Family YMCA Youth Studio 2710 Market St. Wilmington, NC
Nov 5	Wrap Up Celebration 5:30pm-7:00pm The Harrelson Center 20 N. 4th Street, Ste 214 Wilmington, NC

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 \$1,547,747 in community benefits and 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

When asking for donations, speak in terms of impact not dollars.

LEADERS CLUB

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

SWIM LESSONS

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

PARKINSON'S EXERCISE

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

GIRLS ON THE RUN / STRIDE

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

MOVING FOR BETTER BALANCE

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

YOUTH SPORTS

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

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 below 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

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)

P.S. If you'd like to learn more about the Y, let me know – I'd be glad to set you up with a 20 minute tour and show you how the Y is so much more than a gym.

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 ymcasenc.org/give any time of the year.

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

TIPS ON HOW TO BE A SUCCESSFUL E-CAMPAIGNER

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

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

YMCA of Southeastern NC

PO Box 3467
Wilmington, NC 28406

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