



YOUR
Make an
Impact
PLACE



2026 Community Campaign

September 29, 2026



MEETING AGENDA

- Introductions
- 2025 Community Impact
- 2026 Community Campaign
 - Framework & Key Metric (Goal)
 - Timeline
 - Tools & Resources
- Ways to Give & Donation Processing Review
- Giving Insights & Tips for Success
- Questions





YOUR
Make an
Impact
PLACE



2025 COMMUNITY IMPACT

75,395 MEMBERS SERVED
1,392,628 BRANCH VISITS

Y-HAVEN SERVED

609

INDIVIDUALS

experiencing
homelessness and
co-occurring substance
use and mental health
challenges

68% of residents
completed 90
days of outpatient
treatment

45% obtained
employment or job
training/education

32 military veterans
served



3,712

ACTIVE OLDER
ADULTS

travelled **65,376** miles

to **13** states

& **6** countries



1,728
CAMPERS

experienced
growth,
friendship,
and fun
through our

day, sports, and
fine arts camps



4,458

WATER SAFETY &
SWIM LESSONS
provided

2,896

CHILDREN
with life-saving
and performance
water skills



521

BRANCH BOARD
& PROGRAM
VOLUNTEERS
gave their time and
talent in service of
our mission

2026 COMMUNITY CAMPAIGN FRAMEWORK

Leading Practice + Rigor = Organizational Excellence

Key Metric

Membership Giving % Participation



Goal tracking this year will focus on member giving (number of donors vs. amount given). A successful Community Campaign will increase our overall giving participation by 2.5%. Added to our giving numbers to date, this will place us above the national average for membership giving participation across YMCAs.



BRANCH	GOAL – number of donors
French Creek	100
Garrettsville	25
Geauga	100
Hillcrest	75
Lakewood	100
North Royalton	100
Parker Hannifin	50
Vermillion	25
Warrensville Heights	75
West Park	50
West Shore	50



YOUR
Make an
Impact
PLACE



WEEK 1: Oct 5-11

Week 1: Oct 5-11

BRANCH BOARD

- LP:
- 100% Branch Board giving participation
 - Board members actively participate in fundraising process
- Rigor:
- Secure 100% giving from all members of your Branch Board
 - Send an email to your membership units from a board member, inviting all members to donate in support of the Community Campaign

Resources:

- Branch Board giving matrix
- Email template
- Weekly Check-in on Friday, Oct 9





YOUR
Make an
Impact
PLACE



WEEK 2: Oct 12-18

Week 2: Oct 12-18

MSR – FRONT DESK

- LP:
- Invitation made to every new member to donate
 - Greet each member and letting them know what is happening at the branch (i.e. – Community Campaign)
- Rigor:
- Intentional ask for donation during membership acquisition
 - Community Campaign collateral displayed in lobby and at front desk
 - Email communication to membership from Executive Director

Resources:

- Prior week –online (20 minute) training session with Membership Directors
- One-pager for MSRs providing Community Campaign talking points
- Collateral materials for branch lobby and ½ sheets for front desk
- **HATS** – Gift made in branch of \$50 or more receive a YMCA winter hat
- Sample letter provided to Exec Director for branch distribution – promoting CC
- Weekly Check-in on Friday, Oct 16



WEEK 2: HATS



- 50 Hats per Branch
- \$50 or more donation
- One hat per person
- In Branch donation (cash, check, CC)
- Online via website or QR code
- Gift form must be completed for cash and check (documentation)
- Mission focus (half sheet included)





YOUR
Make an
Impact
PLACE



WEEK 3: Oct 19-25

Week 3: Oct 19-25

LIT Week A: AQUATICS/AOA/YOUTH SPORTS, & FAMILY

- LP:
- Ownership of Annual Campaign activity and goals across the branch
 - Equip aquatics instructors, AOA coordinators, and youth & family staff with Mission moment stories and/or encourage them to share their stories
 - Leverage the relationships instructors have established with their classes in support of the Community Campaign

- Rigor:
- Communicate the goals and milestones of the Community Campaign across branch programming
 - Community Campaign collateral displayed in lobby and at front desk

Resources:

- Prior week –online (20 minute) training session with Aquatics, AOA, and Youth staff
- Provide sample mission moment stories instructors can share before/after class
- Handout that can be shared in each class
- Weekly Check-in on Friday, Oct 23





YOUR
Make an
Impact
PLACE



WEEK 4: Oct 26-Nov 1

Week 4: Oct 26-Nov 1

LIT Week B: GROUP X/WELLNESS

- LP:
- Ownership of Annual Campaign activity and goals across the branch
 - Equip Group Exercise instructors and personal trainers with mission moment stories and/or encourage them to share their stories
 - Leverage the relationships instructors have established with their classes in support of the Community Campaign

- Rigor:
- Communicate the goals and milestones of the Community Campaign across branch programming
 - Community Campaign collateral displayed in lobby and at front desk

Resources:

- Prior week –online (20 minute) training session with Group X staff and trainers
- Provide sample mission moment stories instructors can share before/after class
- Handout that can be shared in each class
- Weekly Check-in on Friday, Oct 30





YOUR
Make an
Impact
PLACE



WEEK 5: Nov 2-8

Week 5: Nov 2-8

LYBUNTS (gave a gift last year, but unfortunately not this year)

- LP:
- LYBUNTS are the least expensive donors to acquire – conversations with this group should have already happened between January-August
 - Start planning for FY27 outreach by thanking your most important donors now – invite them to help the Community Campaign grow by inviting a friend to make a gift
- Rigor:
- Review your branch LYBUNT list – use this week to contact everyone and encourage their participation in the Community Campaign
 - Call and thank any LYBUNTS who gave \$1,000 or more already this year

Resources:

- Branch LYBUNT lists distributed – use this for personal outreach from branch staff
- Review donor list YTD – use this for thank you calls
- Follow-up with any assigned prospects
- FINAL Weekly Check-in on Friday, Nov. 6



CAMPAIGN MATERIALS PREVIEW



the **Y** | 175th YEAR ANNIVERSARY

YOUR
Make an *Impact*
PLACE



GIVE TODAY!
No Place Like *This Place*[™]

YMCA OF GREATER CLEVELAND'S
the **Y** | 2026 **COMMUNITY CAMPAIGN**

.....

HELP SOMEONE FIND THEIR PLACE
The Y is the place made possible by people who care.

A PLACE WHERE...



a child feels included



a family finds support



an older adult feels connected

No Place Like *This Place*[™]

GIVE TODAY!

We invite you to help make sure the Y continues to be a place where everyone belongs.



the **Y** | 175th YEAR ANNIVERSARY



YMCA OF GREATER CLEVELAND'S
the **Y** | 2026 **COMMUNITY CAMPAIGN**

.....

No Place Like *This Place*[™]
Help make group exercise moments possible for everyone in our community!

GIVE TODAY!

We invite you to help make sure the Y continues to be a place where everyone belongs.



CAMPAIGN MATERIALS PREVIEW

EVERY MEMBER CAN MAKE AN IMPACT!

100 GIFTS!

Number of Gifts





GIVE TODAY!

the Y **YOUR**
YMCA *Make an Impact* **PLACE**

the Y | **175** YEARS ANNIVERSARY

YOUR
Make an Impact
PLACE
No Place Like This Place™

THANK YOU



the Y | **175** YEARS ANNIVERSARY

YMCA of Greater Cleveland
1501 Euclid Ave., Suite 800
Cleveland, OH 44115

Because of generous supporters like you, the Y can remain your *Make an Impact* place.

Your gift will help children, families, and older adults find confidence, stability, and most importantly, community at the Y.

We can't thank you enough!

YMCA of Greater Cleveland
clevelandymca.org

No Place Like This Place™

CAMPAIGN TOOLKIT

Community Campaign Resources

Printable Resources

- CAMPAIGN FLYER
- LARGE CAMPAIGN POSTER
- STRENGTH IN NUMBERS
- CAMPAIGN THERMOMETERS

Online / Reference Materials

- EMAIL HEADER
- CORPORATE GIFT SOLICITATION LETTER TEMPLATE

Training Videos

- COMMUNITY CAMPAIGN TRAINING: 9/5

Recorded Meetings

- TEAM HUDDLE 9/26
- TEAM HUDDLE 10/3
- TEAM HUDDLE 10/10
- TEAM HUDDLE 10/17

Located on Employee HUB
PDFs of print materials
Sample emails/letters
Training videos
Campaign Gift Form



WAYS TO GIVE

Credit Card | Check | Cash | Stock | DAFs | IRA

Credit Card

- Via YMCA giving page
- QR code on promotional materials

No gift form required for online donations

Checks, Cash, or Pledges

- Use campaign gift form
(found in the Community Campaign Toolkit)
- Please **print legibly**
- Include two ways to identify the donor/member (name, address, phone, email)

Stock, Donor-Advised Funds, via IRA

- Please contact Philanthropy team for details & next steps

Branch Deposits & Uploading

- Scan gift form, then check, and upload to SharePoint

When in doubt... reach out!



GIVING INSIGHTS & TIPS FOR SUCCESS

LEADING PRACTICES to create a CULTURE of PHILANTHROPY

- Start with your own pledge
- Share a story – what's your Y story... mission moment... branch highlight
- Make an ask!
- Don't wait
- Embrace the no's
- Feedback is good
- Say thank you and follow up with impact



GIVING INSIGHTS & TIPS FOR SUCCESS

Lean on your fellow Staff & Volunteers! Don't underestimate your influence and impact on our members.

- MSRs
- Group Ex Instructors & Wellness
- Aquatics & Sports
- Child Watch, Camp, Y-Club
- Board Members
- Other Volunteers (coaches, AOA, etc)





Hats Off to you!
Thank you.

