

Community Campaign – 2026

Oct 5 – Nov 6

Framework for the month: Leading Practice + Rigor = Organizational Excellence
Key Metric: Membership giving participation

GOAL = Membership Giving Participation

Goal tracking this year will focus on Membership Unit giving. A successful Community Campaign will increase our overall giving participation by 2.5% - placing us above the national average for YMCA's when considering average membership giving participation.

French Creek_____	100
Garrettsville_____	25
Geauga_____	100
Hillcrest_____	75
Lakewood_____	100
North Royalton_____	100
Parker Hannifin_____	50
Vermillion_____	25
Warrensville Hts_____	75
West Park_____	50
West Shore_____	50
 TOTAL_____	 750

Resources

Collateral: ½ sheet handouts for lobby and group classes, A-Frame signage, giving thermometer, thank you cards

Templates: sample mission moments, member emails, and campaign outreach for you to use and personalize

Friday Check-in Meetings: Opportunity to review the past week and look ahead, celebrate success, brainstorm obstacles, learn from one another

YMCA Winter Hat: Each branch will receive 50 YMCA hats to be given away at the front desk for donations of \$50 or more (hats will be delivered to the branch prior to Week #2)

Online Toolkit: Recorded training sessions, sample letters, PDF collateral images, etc.

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

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 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

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

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