

Email template from Board Chair

Subject Line: Together, We Can Open More Doors at the Y

Dear YMCA Members,

As a member of the YMCA, you know that the Y is more than a place to work out, it is a place where people connect, grow, and find a sense of belonging. Through our Annual Campaign, we help ensure that financial circumstances never stand in the way of someone accessing a YMCA membership, program, or opportunity to thrive.

Today, I am asking you to personally join me in making a gift to (Branch Name)'s Annual Campaign. Your support helps local families, children, seniors, and individuals participate in the Y and experience the community, connection, and possibilities that you value as a member.

Thank you for being part of what makes the YMCA special. Together, we can make sure the Y remains a welcoming place where everyone has the opportunity to belong. **Please make your gift today [HERE](#), and choose (Branch Name) in the drop down to help open the doors of the Y to more people in our community.**

With gratitude,
[Board Chair Name]
Board Chair, [YMCA Name]

Email template from Executive Director

Subject Line: Help Us Make the Y Accessible to Everyone

Dear YMCA Members,

As the Executive Director of [YMCA Branch Name], I see every day how much the Y means to the people in our community. It's more than a place to exercise, it is a place where people build connections, find support, and discover opportunities to grow. Through our Annual Campaign, we make sure that financial circumstances don't prevent someone from accessing a YMCA membership or participating in programs that can make a meaningful difference in their life.

Today, I am asking you to personally join me in making a gift to (Branch Name)'s Annual Campaign. Your support helps local children, families, adults, and seniors experience the Y and all that it has to offer. Every gift helps us welcome more people into our YMCA community and ensures that everyone has the opportunity to belong.

Thank you for being part of our Y family and for helping make our branch a place where everyone is welcome. **Please make your gift today [HERE](#), and choose (Branch Name) in the drop down to help open the doors of the Y to more people in our community.**

With gratitude,
[Executive Director Name]
Executive Director, [YMCA Branch Name]