

WELCOME & THANK YOU

Thank you for volunteering your time and talents to California YMCA Youth & Government. Your help along with others will provide funding for quality programs for the youth of California. We hope that this handbook will support your efforts and will provide some answers to questions that may arise.

WHY AN ANNUAL CAMPAIGN?

California YMCA Youth & Government's Future Leaders Campaign helps to minimize the cost of operating the program. The Board of Directors has been able, as a result of the campaign, to subsidize the overall cost by up to 16% for each individual! The dollars raised in this campaign are the lifeblood of the organization.

WHAT IS THE FUTURE LEADERS CAMPAIGN?

The Future Leaders Campaign is an annual effort by 275+ volunteers. These volunteers contact friends of the program and solicit charitable donations to the program's operating budget and scholarship program. All donations to the Future Leaders Campaign are tax-deductible. And this year the total goal is **\$355,000**. Below is a breakdown of this year's campaign.

<u>DIVISION</u>	<u># OF VOLUNTEERS</u>	<u>GOAL AMOUNT</u>
Golden Triangle	8	\$120,000
Major Gifts	31	\$85,000
YMCA	8	\$40,000
Teams	91	\$75,000
Youth	129	\$30,000

HOW THE CAMPAIGN IS CONDUCTED

The Future Leaders Campaign of California YMCA Youth & Government is a carefully organized effort. The campaign is structured to produce maximum returns, satisfaction for the participating campaigner, and effective administrative support.

Here's how: Pledge Sheets are issued by the Youth & Government office on every Youth & Government participant, donor, and "friend of the program" (as identified by individual campaigners). Repeat campaigners are given sheets of the people from whom they have solicited donations in the past. The remaining personal donor sheets will be available at the Campaign Kick-Off Meeting on January 15, 2012 for every campaigner to pick and choose who they would like to additionally contact. If you are a **new campaigner**, it is helpful to choose sheets in your zip code area as well as to identify people you think might contribute as a result of your request.

All of the prospects are people who, by reason of their association with Youth & Government, have a good reason to be inclined to support our efforts. However, even strangers to the program will give if the right person asks!

Each prospective donor must only be contacted by one campaigner. If you do not have a pledge sheet pre-printed with donor name, you need to contact Kelsey Nolan, Campaign Administrator in the Y & G office before contacting the prospect. This ensures that prospective donors are only contacted by one person.

A "Dear Friend" letter is mailed to all Campaign participants a few days before the campaign kick-off to let them know that they will be contacted by a volunteer.

Obviously, this is not a random, door-to-door type of solicitation. Your personal knowledge of Youth & Government will help when contacting new donors from your circle of friends and acquaintances.

CAMPAIGNING SKILLS

In order for your investment of time, talent, and energy on behalf of the Y & G program to yield the best results, each campaigner receives a job description detailing his/her specific commitments. Please become familiar with your responsibilities. Success in soliciting contributions requires the same careful planning that is required for any business proposition. Here are some additional helpful hints:

1. **MAKE YOUR OWN GENEROUS CONTRIBUTION FIRST.** (After you've helped financially, it's much easier to ask someone else to do the same!) However, don't make a pledge that you won't be able to pay.
2. **GO AFTER YOUR BEST PROSPECTS FIRST.** This gets you off to a good start psychologically and gives you an even stronger position in subsequent solicitations.
3. **BE KNOWLEDGEABLE ABOUT California YMCA Youth & Government AND ITS NEEDS.** Reviewing the information in your campaigner packet will help you.
4. **KNOW YOUR PROSPECT.** What things about California YMCA Youth & Government might motivate your prospect to support it? What is the prospect giving capacity?
5. **DETERMINE THE MOST APPROPRIATE SITUATION FOR YOUR CONTACT.** Consider the setting...office...home...other. One-to-one is the best method. If you have to use the phone, consider your approach carefully.
6. **AIM HIGH, AND WHEN THE TIME IS RIGHT, ASK FOR AN ADEQUATE PLEDGE.** Don't talk just of dollars, but of services—what those dollars will do for kids. A prospect is seldom offended if he asked to contribute more than he might be in a position to give at a particular time. In fact, a great amount of money is lost annually simply because many prospects were not asked to contribute at the level of their "capacity".
7. **NEVER LEAVE THE PLEDGE SHEET WITH THE PROSPECT.** Keep the sheet as your reminder to call back at the appropriate time. The pledge sheet is vital to the office for its bookkeeping; please return the pledge sheet to the office.
8. **BE PREPARED IN ADVANCE FOR QUESTIONS.** Answer questions honestly and find out why an objecting prospect feels the way he does. Turn negatives into positives by "Yes, but..." and then come in with several positive points with which the prospect will agree. Refer unanswerable questions to staff. They will

try to provide a satisfactory answer, which you may relay to the prospect. Remember, even though you do not get a contribution; make a friend for California YMCA Youth & Government.

9. PEOPLE GIVE TO PEOPLE RATHER THAN TO CAUSES. Speak with sincerity and conviction. It's hard to turn down sincerity.
10. THE CAMPAIGNERS GREATEST FEAR IS BEING TURNED DOWN!! REMEMBER that a turn down is not a personal rejection.
11. PROCRASTINATION IS THE LARGEST SINGLE FACTOR IN NOT MEETING OUR GOAL!

OTHER WAYS TO MAKE A CONTACT

If you make your contacts by telephone, speak positively and with conviction! You believe in the value of the program, and your prospect should know why you feel sincere enough to work so hard on Y&G's behalf. It is for a thriving and more vibrant Youth & Government program that you ask their support.

Example of Telephone Contact:

"Hello, I'm _____ and I'm calling you on behalf of the California YMCA Youth & Government Program. We are in the process of conducting our Future Leaders Campaign. This year our program has increased its fund-raising goal. We are expecting over 2,800 middle and high school delegates and their advisors from throughout the state to participate in both Model Legislature & Court and Model United Nations"

"The funds that we raise go directly to underwrite program participation fees. Youth & Government is one of the most outstanding programs available for the youth of California."

"We have several levels of giving, and I was hoping you would consider a gift of \$100 (or?)" – (don't ask too low!). Explain the billing procedure and verify their name and address. "So we'll bill you quarterly (or _____) and thank you very much for your gift."

Example of a letter approach:

When you receive your campaigner packet at the general Campaign Kick-off in January, you will find several sample letters that can be used to contact family, friends, and neighbors. If you do use a letter to approach a contact, design it specifically for that person, and try to put your own personality into the text.

PLEDGING, IT'S PREFERRED...

A PLEDGE is a over-time payment to California YMCA Youth & Government. Most of us can give more over a period of time than we can at any moment. A generous gift of \$150 becomes \$15.00 per month or \$37.50 per quarter. Please note that payments made monthly will be divided into 10 equal payments as collections stop at year-end. Pledges are very important.

California YMCA Youth & Government 2013 Future Leaders Campaign

"Campaigning With The Stars"



NEW CAMPAIGNER HANDBOOK

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