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 To donate: regina.ymca.ca
 Charitable Registration #11930 7155 RR0001



YMCA Strong Kids & Centennial Campaigns Preferred Prospect Request

Name of Storyteller: _____

Home: _____

Business: _____

Email: _____

Thank you for agreeing to be a Campaigner. To avoid duplicate asks, please list the names, addresses and phone numbers of the people you would like to approach for support.

We suggest you put five to six names on this list – in order of priority – because others may request some of the same names on your list. **Once your list is confirmed and you have your pledge cards and materials, you can proceed with your calls.**

Prospective Campaigner Name	Address & Email	Postal Code	Phone #
1.			
2.			
3.			
4.			
5.			
6.			



**IT'S ABOUT ...
 Strong Kids Campaign
 Centennial Campaign**

Volunteer Guide



**YMCA of Regina
 Why Are You Important?**

This is the year we go for gold, not one but two gold medals. One is the gold in the Annual Strong Kids Campaign and the other is the Centennial Capital Campaign. A two pronged approach is needed this year. The "ASK" should include a commitment on both levels.

As a YMCA Strong Kids /Centennial Campaign volunteer, you will be able to talk about the value of YMCA programs and services, which build strong kids, strong families and strong communities. You are the essential link between the YMCA, its members and the community of Regina. You will make it possible for the YMCA to reach its goals for both campaigns.

Why is the Strong Kids Campaign Necessary?

Through the YMCA Strong Kids Campaign, we cover a portion of program costs and provide financial assistance to ensure YMCA programs are always available to the kids and families who need them most.

Why Do We Need a Capital Campaign?

The \$5 Million Campaign is directed at expanding and improving Health, Fitness Recreation & Community Development programs and facilities in the City of Regina with a goal of increasing services to 50,000 residents.

Your Role in the Campaign

Every volunteer is an important part of a team that will raise money for sponsorship and for the Centennial Campaign. You will be asking 2-5 members to campaign and/or contribute.



OUR GOALS ARE TO RAISE

Strong Kids \$125,000
Centennial Campaign \$5million



We build strong kids, strong families, strong communities

United Way

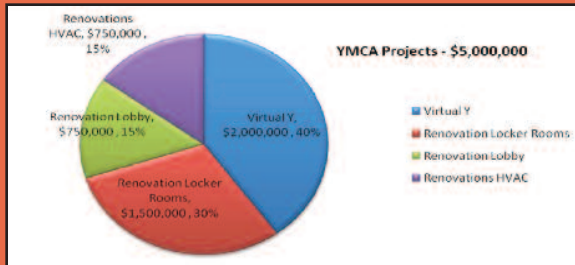


Centennial Capital Campaign

Building Youth & Leadership

Our YMCA is growing each year with increased demands for Community Development programs, HFR programming (Health, Fitness, Recreation), Child Care, and Youth Leadership Development.

PROJECTS



I. Community Development Programs Inner City Focus

Financial Target: \$2million over 5 years

Our Community Development Department currently provides programs in: Employment, Education, Post- Secondary Access, Youth Recreational and Life Skills, Leadership, Housing Initiatives, Addictions Counselling, Aboriginal Leadership, Inner City drop-in Recreation, Before and After School Programs and Asset Building Initiatives.

Project: Virtual YMCA is based on a successful YMCA program piloted in New York City and Eastern Canada. The Virtual YMCA will provide children with additional help and attention they need to succeed in their academic studies, fitness and social development. The program will involve intensive after school programs in up to 10 schools plus access to YMCA facilities. The core activities in programs are Education and Literacy; Health Child Development; Personal Health Practices and Coping Skills. An additional focus on the program will transport youth to a local YMCA centre for swim lessons and additional recreational opportunities.

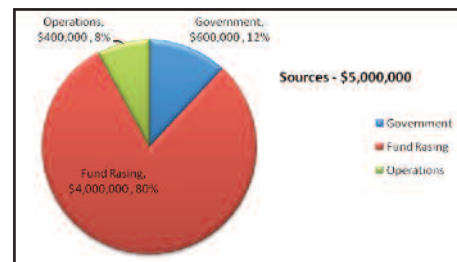


2. YMCA Facility Renewal for Downtown and NW Facility

Financial Target: \$3 million

The downtown centre is a facility that sees thousands of visitors each week participating in fitness, education, and entertainment opportunities. The centre also provides low cost housing and is used by social service and other organizations. Our NW centre also needs to keep ahead of equipment and facility upkeep.

Projects: Renovations upgrade both the Downtown and NW Centres by replacing aging infrastructure, plus making sure that the facilities are inviting places for the public to use. Many of the projects will also improve our energy efficiency, thus reducing long-term costs and our footprint on the environment. Major components include renovations to the DT lobby area, window and exterior facelift of DT Centre, locker room renewal, roofs for both DT & NW, replacement of plumbing and heating.



Nuts and Bolts – How to Ask For and Record Pledges

Solicit only if you have the pledge card:

There are many volunteers working on this year's YMCA Strong Kids Campaign. We issue pledge cards to organize the campaign so that no donor is overwhelmed by multiple solicitations. Please talk with everyone and encourage their support.

But ask for the gift only if you have the pledge card.

Aim high and ask for a specific amount:

When the time is right, ask for a specific amount and talk about the good things those dollars will do. People give to accomplish good for others.

Make friends for the YMCA: Not everyone will choose to donate. But try to make a friend for the YMCA, even if they decide not to contribute now.

Encourage pledging: Most of us can give more when we make small payments over a period of time. Ask your prospects, "Could you contribute \$10, \$25 or \$50 a month over a period of up to 5 years to help kids and families who need the YMCA?"

Report results regularly: Results are updated periodically. Please call with progress reports and turn in your completed card so donors can be recognized promptly. If there is a mistake in your report call the YMCA immediately.

If you have made plans to have the YMCA in your will, please advise us so you can be recognized.

Website training: regina.ymca.ca, go to top of page to Donate to Campaign on main webpage. Link to YMCA volunteer training

Frequently Asked Questions

These are questions likely to be asked of volunteers working on the Campaigns. If you get a question you can't answer, offer to find the answer and call back. Then ask a YMCA staff member for help.

"I already pay membership fees. Why does the YMCA need more money?" Membership fees cover the cost of maintaining and operating YMCA facilities for YMCA members. Donated dollars support programs for everyone in the community, particularly children and youth. Contributions also provide financial assistance for individuals and families who cannot afford the YMCA, but who still want and can benefit from our services. Membership fees do not cover the cost of major renovations, nor do they cover the cost of Virtual YMCA's. It is almost 20 years since the DT Y has been renovated.

"Doesn't the YMCA receive funds from United Way?" United Way funds cover about 1% of our overall budget. This amount does not cover the demands the community asks of the YMCA.

How will I be recognized? Donations made to the Strong Kids Campaign will be recognized in combination with your gift to the Centennial Campaign. i.e. If you donate \$1,000 every year for 5 years to both Strong Kids and Centennial Campaigns your gift on the Builders Wall will be recognized as \$10,000 and \$1,000 each year on the Strong Kids Wall in both Y's.

STEPS TO SUCCESS

Make your own pledge first: This is the most important step you can take toward success. After you have made your own contribution, you can ask others with pride - "join me in supporting the Y."

Talk about the YMCA: Have face-to-face conversations about your personal commitment. Telling the Y story will help you get ready to ask for donations and build a wide base of understanding and support for the future.

Ask your best prospect first: Practice asking the easy ones! Ask 2-4 people who have donated before to increase their gift. Ask people you know well to join you in helping kids and families through both YMCA Campaigns.

Keep in touch with your team members: Their experience can help you. Their success can inspire you. Share the excitement.