NO PLACE Like *This Place*™

ANNUAL CAMPAIGN STORYTELLER PLAYBOOK

YMCA OF GREATER TULSA

2027 Annual Support Campaign | Updated October 2026

TABLE OF CONTENTS

Note of Appreciation 1
Campaign Toolbox 2
Job Description 3
Donor Centered Fundraising 4
Preparation 6
Circle of Influence 7
Tips for Success 8
Gift Amount Potential 9
Making the Ask 10
Email Template – Initial Ask 11
Email Template – Follow Up 12
Donor Marketing Package 13
Pledge Form 14
2025 Community Impact Report 15
General Campaign Flyer 16
Campaign FAQs 17

NOTE OF APPRECIATION

Thank you for being a key part of the YMCA of Greater Tulsa's Annual Campaign team. The Annual Campaign is important to the Y because it allows us to provide scholarships and financial assistance to individuals and families and ensure that no one is turned away due to an inability to pay.

We hope that, through your experience, you will see first-hand the impact your volunteer efforts make in the lives of others.

We are grateful that you are dedicating your time to our cause as an ambassador for the Y. We believe when we work together to nurture the potential of children, improve health, and give back to neighbors, we make a lasting impact. There truly is No Place Like This Place.

With sincere appreciation,



Ricki Wimmer
CEO
YMCA of Greater Tulsa



CAMPAIGN TOOLBOX

Every campaigner needs good tools. This handbook is a resource to help you be successful during the Annual Campaign process. It will help you to prepare for face-to-face meetings, phone calls and emails to your friends and donors. Along with this handbook, you will also receive:

- Annual Campaign Brochures (to share with your friends and donors)
- Coaching Session Presentation
- Pledge/Donation Forms and QR cards
- Links to online pledge/donation forms and Double the Donation link for a list of matching gift companies.
- Thank you cards

The best tool in your toolbox, is your Campaign Lead and/or Branch Executive. If you need help, have questions, or hit barriers, contact one of the following:

CONTACT	NAME	EMAIL	PHONE NUMBER
Branch Exec			
Campaign Lead			

THE Y'S STORY

OUR MISSION

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

OUR VISION

To empower individuals and families to lead healthier lives and build stronger communities

OUR POSITION

The Y strengthens communities through youth development, healthy living and social responsibility.

OUR PROMISE

The YMCA of Greater Tulsa turns no one away due to the inability to pay.

JOB DESCRIPTION

PURPOSE/GOAL

To be a storyteller and convey the positive impact of programs and services in the community on behalf of the YMCA. To act as a YMCA ambassador in interpreting the goals and programs of the YMCA. To make calls and/or visits with members and friends for the purpose of raising contributed funds that will result in the attainment of the campaign goal.

RESPONSIBILITIES

- Make the time commitment necessary to ensure a successful campaign and agree to work within the campaign structure and rules.
- Attend one of the trainings to become informed about the YMCA story.
  - **a.** November 17 at the Tandy Family YMCA, from noon-1:00 p.m.
  - **b.** November 19 at the W.L. Hutcherson Family YMCA from 5:00-6:00 p.m.
- Turn in your donor prospect form for approval for any new donors.

SCAN HERE FOR DONOR PROSPECT FORM

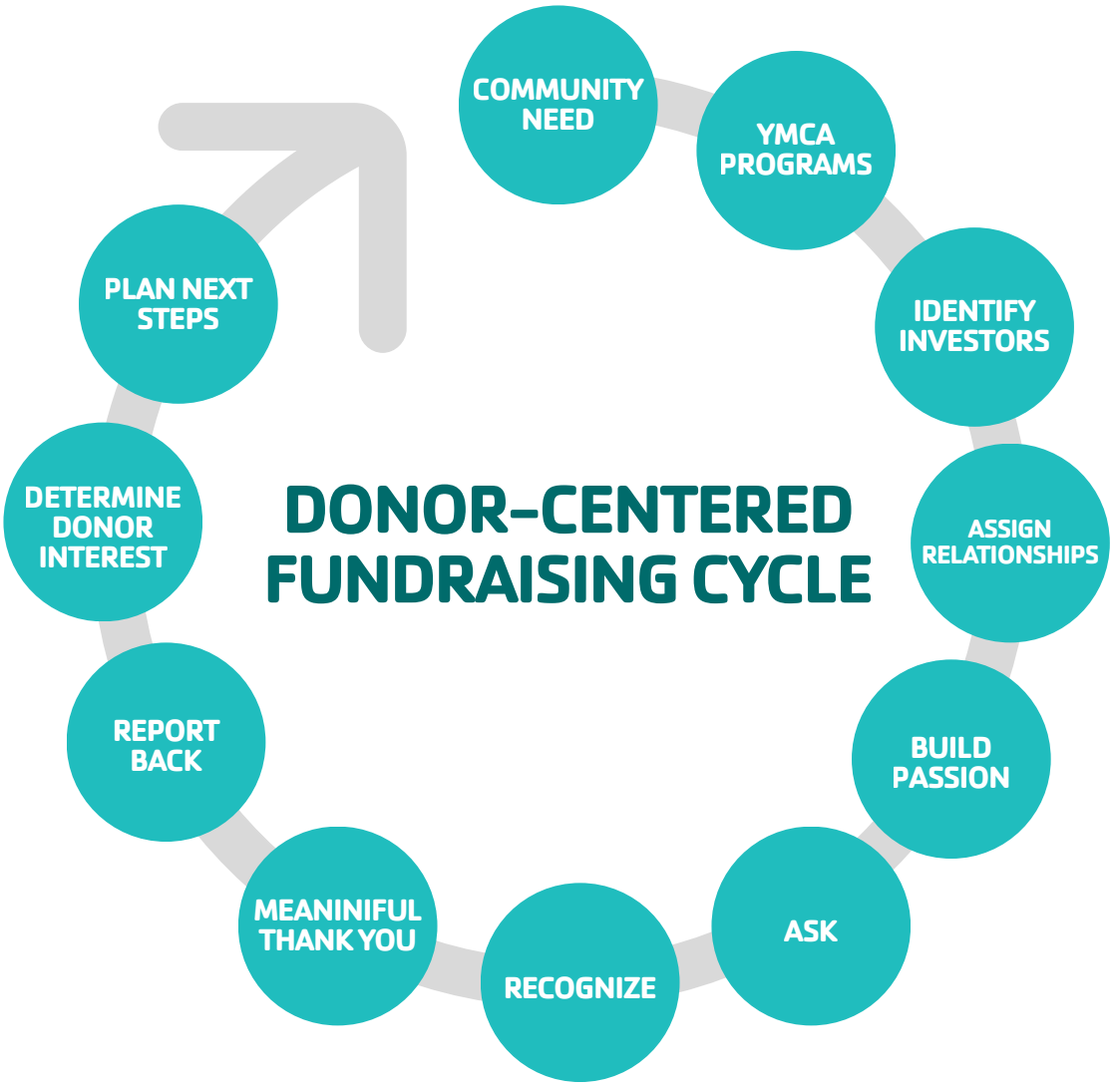
- Solicit cleared prospects to contribute to the campaign.
- Attend Training, Kick-off, Midway Report Meeting and Victory Events.
  - **a.** Campaign Kickoff: February 3 from 12:00-1:00 p.m. at the Herman & Kate Kaiser YMCA
  - **b.** Midway Report: Week of March 5 at a day and time determined by each branch
  - **c.** Campaign Celebration: April 1 at 5:45-6:30 p.m. at a location to be determined

SCAN QR CODE TO BECOME A STORYTELLER TODAY!

FUNDRAISING CYCLE

DONOR-CENTERED

The most effective fundraising programs—in the Y Movement and beyond—understand that giving is a personal decision that expresses a donor's values and interests, as well as his or her confidence in an organization and its plans. The donor-centered fundraising cycle, shown below, is the process by which your YMCA can engage donors, build their interest in your mission, secure their largest possible gifts, and ensure their satisfaction.





FUNDRAISING CYCLE

DONOR-CENTERED

COMMUNITY NEED

The cycle begins with identifying the critical social issues and community needs in the Y's areas of focus: youth development, healthy living, and social responsibility.

YMCA PROGRAMS

In order to address community needs, a YMCA develops programs to meet these needs and determines the financial resources necessary to support these programs.

IDENTIFY INVESTORS

The cycle begins with identifying the critical social issues and community needs in the Y's areas of focus: youth development, healthy living, and social responsibility.

ASSIGN RELATIONSHIPS

In order to address community needs, a YMCA develops programs to meet these needs and determines the financial resources necessary to support these programs.

ASK

Ater the need is understood by the prospects, it's time to ask them to volunteer and/or give a contribution in support of the YMCA's project.

RECOGNIZE

Promptly confirm each donor's or volunteer's commitment in writing to show your Y handles gifts and volunteer support professionally.

MEANINGFUL THANK YOU

Thank investors in a way that is personally meaningful to them.

REPORT BACK

Share with donors and volunteers how the dollars raised addressed community issues and helped their neighbors.

DETERMINE DONOR'S INTEREST

Get to know donors' and volunteers' values and interests, and match them to their next step, whether that's a leadership role, a bigger gift, or a new initiative. Documenting these conversations builds the foundation for future major gifts and leaders.

PLAN NEXT STEP

By planning the next step with donors and volunteers, you help them feel like they can really make a difference through the YMCA.

PREPARATION

GET IN THE Y ZONE

MAKE YOUR PLEDGE FIRST

Asking someone to join you in making a gift to the campaign adds to your credibility, and demonstrates your personal commitment to the cause.

KNOW YOUR Y STORY

YOUR 30 SECOND ELEVATOR SPEECH

Share the unique and personal ways in which the Y and its programs have enhanced and touched your life. You are living proof that the Y is making a difference.

THINK ABOUT:

- Why are you a member or supporter of the YMCA?
- How has the YMCA helped you, your family or someone that you know?
- What is special or unique about the Y?

GET STARTED

Contact people in your circle of influence (see p. 3) and returning donors first. You'll gain confidence and momentum with an early yes!

KNOW YOUR PROSPECT

Don't know your prospect? Ask your Campaign Lead or Executive Director for background to help guide the conversation.

- Are they a current or previous donor?
- Are they Y members or involved in specific Y programs?
- What level gift ask is appropriate?

KNOW THE IMPACT

Be informed about the Y and the impact of donations as this will resonate with donors (see impact report on p. 5)

ENCOURAGE PLEDGING

Many individuals can give a larger amount if they know that they can pay over the course of the year. All pledges must be paid by Dec. 31st.

FOLLOW UP

Confirm the pledge/donation amount and relay it to your Campaign Lead. Campaign progress is reported weekly (daily near the end of campaign).



CIRCLE OF INFLUENCE

ASSOCIATES THROUGH WORK

BUSINESS OWNERS YOU KNOW

YOUR CLOSEST FRIENDS

PROFESSIONALS YOU KNOW

YOU

MEMBERS OF ORGANIZATION

BUSINESS OWNERS YOU KNOW

YOUR RELATIVES

YOUR NEIGHBORS

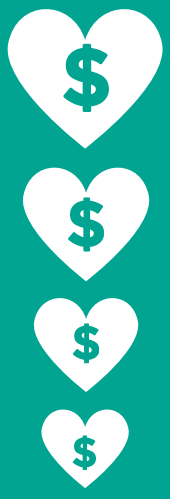
SUCCESSFUL PEOPLE YOU KNOW

TIPS FOR SUCCESS

LADDER OF EFFECTIVE ASKING

(Adapted from The Fund Raising School, IUPUI)

MOST EFFECTIVE



LEAST EFFECTIVE

- **Personal: Face to Face**
- **Personal Letter WITH Phone Follow Up**
- **Personal Letter NO Phone Follow Up**
- **Personal Phone Call WITH Letter Folow Up**
- **Personal Phone Call NO Letter Follow Up**
- **Personalized Letter**
- **Phone Solicitation**
- **Letter/Direct Mail**
- **Phone/Telemarketing Fundraising**
- **Benefit/Special Event Door to Door**
- **Media/Advertising**

PLEDGE/DONATION METHODS

FRONT DESK OR CAMPAIGNER

Donor may fill out pledge card and give it to a campaigner or front desk staff at any Tulsa area YMCA. Cash donations must be given to Y staff.

MAIL DONATIONS/PLEDGES

Donor may fill out pledge card and mail it to: The YMCA of Greater Tulsa, 5400 S. Olympia Ave, Tulsa, OK 74107

PLEDGE OR GIVE ONLINE

Donor may pledge or give online at: ymcatulsa.org/give

DOUBLE THE DONATION

Donor can check to see if their employer is on the Double The Donation list at:



GIFT POTENTIAL

YOUR GIFT FUELS THE MOMENTS THAT MATTER.

When asking potiental donors for a gift, use the numbers below to help explain to donors where their money goes to and how each dollar amount impacts our programs & our communitiy.

- **$25:** Provides a jersey to a young athlete in youth sports
- **$75:** Gives a child confidence around water with a session of swim lessons
- **$100:** Helps create a future athlete through a season of youth sports
- **$250:** A full session of swim lessons for one child
- **$320:** A season of youth sports for one child
- **$600:** One month of early childhood education at our Child Development Center
- **$1,000:** One month of Summer Camp for one child
- **$5,000 :** Helps create 25 future athletes through a season of youth sports
- **$7,500:** Gives 42 children a month of confidence around water with swim lessons
- **$10,000:** Provides an summer of adventure at Summer Day Camp for 12 children
- **$25,000:** Provides 28 children a month of summer camp & 84 children a month of swim lessons



MAKING THE ASK

CAMPAIGNER SCRIPT

INTRODUCE YOURSELF AND THANK PROSPECT

"Hi, **(prospective donor name)**, I'm **(your name)**. As you may know, I'm a donor and volunteer with the YMCA of Greater Tulsa, **(branch)** Annual Campaign. Thank you for taking the time to talk with me about the great impact of the YMCA in our community."

"I'm a volunteer in the Y Campaign because **(tell your Y Story)**"
"Do you have any experiences with the YMCA?"

- If "Yes".... Tell me about your experience with the Y."
  - (Respond appropriately to their experiences with positive statements about the Y's values or impact data from page 5).
- If "No"... "Are you familiar with all the work that the Y does in our community?"
  - (Wait for their response and then share impact data from page 5 or other info based on what you may know about their interests/passions).

THE ASK: EXAMPLES

A) "You mentioned that your kids learned to swim at the Y. Mine did too. Learning safety around water is so important for kids. Did you know that drowning is the 2nd leading cause of death for children under 14 year old? I made my gift to help make swim lessons available to all kids. Would you be willing to join me in making swim lessons accessible to all kids?
See Campaign Flyer on p.7.

B) "You were generous last year with a gift of $300 to help send a kid to camp for a week. Over 1,400 kids went to camp last summer with help from people like you. This year, would you consider helping send two kids for a week-long opportunity to gain self-confidence and make new friends? Your gift of $600 could make that happen. You could even spread it out over multiple payments until year end.

C) "I'm helping my YMCA raise money for _____ that will/can _____. I believe this program makes a significant impact in our community . In fact, we know that this program can/will _____. Would you consider joining me is support of the Y by helping _____ with a gift of _____?



INITIAL ASK EMAIL

To whom it may concern,

The mission of the Y is important to me because I care about creating a place for everyone in our community to belong — a place to improve themselves, learn healthy habits, and build friendships. The YMCA makes that possible.

This year, the **(BRANCH)** YMCA has a goal of **(GOAL)**, and we are within striking distance of reaching our target. Without the help and support of generous community leaders like you, many in our community may not have access to the programs and services they need. We are currently in need of a meaningful gift from you to ensure that everyone in the **(CITY)** community can participate, regardless of financial ability.

Through community support in 2025, the YMCA was able to provide over $2.9 million in financial assistance across Tulsa and surrounding communities to those who need it most. Your contribution in 2026 will help continue this impact at our **(BRANCH)**.

Every donation makes a difference, no matter the amount. With your support, we can make sure that everyone in **(CITY)** has access to the programs and services that foster wellness, growth, and community.

To contribute, please contact me directly at **(EMAIL)** or click the link below.
https://www.ymcatulsa.org/give

Thank you for helping us ensure that everyone belongs at the YMCA.
Thank you for your consideration,

With Gratitude,
CAMPAIGNER NAME



FOLLOW UP EMAIL

Dear **(NAME),**

As you may know, the Annual Support Campaign is in full swing. While you can still give year-round, giving before **(DATE)**, is especially important to help us reach our goal by the campaign deadline.

The YMCA is an important resource to so many individuals and families who benefit from access to afterschool care, senior health, fitness activities, and much more. Financial assistance is important because the Y makes it accessible to everyone.

When you give to the Y's Annual Campaign, you are helping your neighbors and community thrive. I choose to support the Y because it has made such a difference in my life, and I hope you will too. Please consider contributing to this campaign, which you can find via this link www.ymcatulsa.org/donate.

Please be sure and choose **(BRANCH)** as the branch you would like your donation to go to. An incredible 100% of your contribution will be used towards financial assistance. Thank you in advance.

Sincerely,

CAMPAIGNER NAME

DONOR MARKETING PACKAGES

2027 ANNUAL SUPPORT CAMPAIGN

PRESIDENT DONORS — $1,000 – $2,499

- 15-second rotations on digital screens at one branch
- Text-only display of donor name
- Name featured on one branch donor recognition window cling
- Text name featured on dedicated donor website page

AMBASSADOR DONORS — $2,500 – $4,999

- 30-second rotations on digital screens at one branch
- Text-only display of donor name
- Name featured on one branch donor recognition window cling
- Text name featured on dedicated donor website page

CHAMPION DONORS — $5,000 & UP

- 1-minute rotations on digital screens all branch locations
- Donor logo displayed
- Text name featured on all branches donor recognition window cling
- Logo featured on dedicated donor website page

*For more information, contact **Kyle Wilkes, Chief Development Officer kylewilkes@ymcatulsa.org***

YMCA of Greater Tulsa

ymcatulsa.org/give

DONATE TODAY

No Place Like *This Place*™

ANNUAL CAMPAIGN PLEDGE FORM

DONOR

Name: ☐ Dr. ☐ Mr. ☐ Mrs. ☐ Ms.

Address:

City: State: Zip: Primary Phone:

Email: Date:

RECOGNITION | GIFT AMOUNT | MATCHING GIFT

Donors name(s) on any recognition materials should be listed as follows:

Do you have a YMCA membership? ☐ Yes ☐ No

Gift Amount: $_____

My gift will be matched by (if applicable): _____ (Company / Foundation / Family)

Note: Completed (Company / Foundation / Family) form must be attached

Branch: Campaigner:

TIMELINE | PAYMENT METHOD

My intent is to pay this unrestricted gift as follows:

☐ A payment in the amount of $ _____ is attached

☐ In 2 equal semi-annual payments

☐ Begin my installment payments on _____
Month / Date / Year

☐ In 4 equal quarterly payments

☐ In _____ monthly payments

Preferred payment processing date: ☐ 5th of the month ☐ 20th of the month

☐ Other: (please specify a payment plan) _____

☐ Cash or Check Check (Make payable to YMCA of Greater Tulsa) Check # _____

☐ Band Draft Bank Routing #:_____ Account #: _____

☐ Credit Card _____ (MC, VI, AMEX) Card #: _____ Exp: _____

Name on Account: _____

AUTHORIZATION

_____ Name (Print)

_____ Signature

Thank you for your gift. The YMCA of Greater Tulsa "**Strong Community For a Better Us**" Campaign provides financial assistance for children and families to participate in YMCA memberships and programs. 100% of your contribution is deductible for income tax purposes.

2025 IMPACT

Together, we are igniting potential, strengthening communities and ensuring every person has the opportunity to thrive.



STRONGER COMMUNITIES. BRIGHTER FUTURES.

OUR IMPACT BY THE NUMBERS

Numbers reflect combined impact across all YMCA of Greater Tulsa branches and programs in 2025.

54,650
MEMBERS STRONG

Individuals and families building healthier, stronger lives together.

8,186
YOUTH EMPOWERED

Kids and teens engaged in programs that build confidence, character and potential.

$3 MILLION
REINVESTED

Through scholarships and financial assistance to ensure access for all.

30,995
MEALS & SNACKS PROVIDED

For Summer Day Camp children to fuel fun, learning and growth.

REAL IMPACT

- **9/10** learned a new skill at the Y.
- **96%** report their child interacts with a caring adult at the Y.
- **96%** feel that they truly belong at the Y.

MAKING A DIFFERENCE ACROSS GREATER TULSA

From youth development to chronic disease prevention, from afterschool care to senior wellness, the Y meets our community where they are – so everyone has the opportunity to reach their full potential.

6,386	1,606	4,769	19,372
GOCLUB/ PLAY & LEARN	YOUTH SWIM LESSONS	YOUTH SPORTS PARTICIPANTS	SENIOR MEALS PROVIDED

THANK YOU

TO OUR MEMBERS, DONORS, VOLUNTEERS AND PARTNERS.

Your support fuels our mission and creates lasting change.

TOGETHER, WE ARE MORE.

Building a stronger, healthier, more connected Greter Tulsa one life at a time.

LEARN MORE AT **YMCATULSA.ORG**

THE Count Me *In* PLACE

No Place Like *This Place*™



Everyone deserves a place where they feel supported and connected. At the Y, that place becomes real, because neighbors like you step forward.

When kids need mentors and a place to belong...
When adults need support to get healthy...
When families need a community around them...

This year, we're raising $900,000 so everyone in Greater Tulsa can live a healthier life. Every dollar goes to Membership For All, opening our doors to all. Join us and say, "Count me in."

HOW YOUR DONATION MAKES A DIFFERENCE:

- $2M+ in scholarships to Greater Tulsa community
- No family turned away for inability to pay
- The Y is for all
- Provides hope & opportunity for those in need

YOUR GIFT FUELS THE MOMENTS THAT MATTER.

- $250 = A full session of swim lessons for one child
- $320 = A season of youth sports for one child
- $600 = One month of early childhood education
- $1,000 = One month of Summer Camp for one child

Count yourself in at the YMCA of Greater Tulsa

▶ ymcatulsa.org/give

DONATE TODAY



WHY SHOULD I GIVE TO THE Y?

Your support is integral in helping the YMCA continue our commitment to providing quality programs to everyone, regardless of their ability to pay. You benefit from having a strong YMCA in your community. Our programs provide meaningful opportunities for young people to grow into responsible adults, enable families to fight chronic illness and give seniors a sense of belonging. The YMCA makes your community a better place to live and work.

HOW IS THE Y STRENGTHENING MY COMMUNITY?

THE YMCA MAKES YOUR COMMUNITY A BETTER PLACE TO LIVE AND WORK.

At the Y, we believe that a community focused on healthy living, youth development, and social responsibility is better equipped to exercise its true potential and have a greater, positive impact on society.

DOESN'T THE Y RECEIVE FUNDS FROM UNITED WAY?

Yes, we are grateful to receive funding from United Way each year. However, even the generous gift from United Way can only provide a percentage of the financial assistance we provide to local residents.

WHY SHOULD I GIVE WHEN I ALREADY PAY MONTHLY MEMBERSHIP DUES?

Membership dues and program fees cover the cost of maintaining and operating YMCA facilities and programs for members. Donations to the Annual Campaign support programs for everyone in the community. Contributions also provide financial assistance for individuals and families who cannot afford membership or program fees, but can benefit from our programs.

IS MY CONTRIBUTION TAX DEDUCTIBLE?

Yes! The YMCA is classified by the Internal Revenue Service as a publicly supported 501(c)(3) non-profit. Tax Deductible Number is 73-0579269