



MAKE
DISCOVERY
HOPE
PEACE OF MIND
JOY
SILLINESS
VICTORIES
HEALING
RESILIENCE
PERSEVERANCE
POSSIBLE



MAKE MORE POSSIBLE

Community Support Campaign Manual 2025

WELCOME

to the Annual Community Support Campaign for the YMCA of Northern Colorado and Southern Wyoming!

Welcome to the YMCA of Northern Colorado & Southern Wyoming's 2025 Annual Support Campaign. With this year's campaign, we are being asked to continue the legacy of service and support that has maintained the YMCA as a vital part of communities from Cheyenne to Boulder. Each of us will not only renew that legacy—but make ourselves a part of it.

Our Ys strengthen and forge our communities by supporting and empowering individuals to become better at what matters to them. By doing so, the people we serve are better equipped to serve others and their communities. The Y does not just strengthen communities, though; it is a community. It is a community where our members, regardless of their ability to pay, can join friends they already have and friends they will make in basketball, pickleball, ice skating, swimming, fitness classes, weightlifting or just good old-fashioned chit-chat. It is a community where children make lifelong friends in our childcare and camp programs (including our new summer overnight camp, YMCA Camp Tumbleson Lake) and where our seniors renew those friendships every day.

You wouldn't be reading this unless the Y had some special place in your heart. Someone or something has inspired you to commit your time and energy to this cause. As we begin this campaign, I ask you to remember who or what led you here. But more importantly, ask yourself who you can inspire. That is what this campaign is about. This is a campaign to reconnect our communities to our Ys and to remind each other and our neighbors of the central role they play in our communities. We will celebrate what the Y means to each of us and to the world in which we live. It is a campaign to arouse others to support the Y as much as we do.

So I invite you to support our Ys financially and encourage others to do so. In doing so, let's celebrate the impact our Ys have had on each of us, our neighbors and our communities.

Thank you in advance for your efforts, your time, your energy and, most of all, your tireless commitment to the mission of the YMCA.



Patrick M. Brady
2025 Community Support Campaign Chair
YMCA Board of Directors

KEY DATES

Feb 7: Campaign Kickoff at the Cheyenne Y

Feb 13: Campaign Kickoff at the Lafayette Y

Feb 13–March 20: Community Support Campaign

March 4–5: Days of Giving

March 19: Campaign Celebration

TOOLS FOR YOUR USE

Visit the campaigner's page at ymcanoco.org/Community-Support-Campaign for helpful resources including:

- Sample ask emails and phone script
- Pledge Cards
- Campaign Flyer
- Just Giving online fundraiser guide (also see page 6)

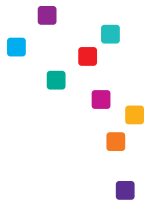
Donating is simple and easy at ymcanoco.org/give.

This page is also a great resource for information, stories, videos and more for you to share.



“The Y has such a big part of my life as I've grown up. It helped me a lot with whatever I was going through: my mom, friends. Whatever I needed, they were there. Always.”

—Kiyannah, Y childcare participant



WHY SUPPORT THE Y?

OUR NEIGHBORS NEED THE Y. THE Y NEEDS YOU.

The YMCA of Northern Colorado & Southern Wyoming is a 501(c)(3) nonprofit providing services to thousands of individuals in Boulder, Broomfield, Larimer and Weld counties in Colorado as well as Cheyenne, Wyo. Donations from individuals, companies and grants provide nearly \$4 million toward a \$23 million annual budget.

The Y strengthens community through programs that focus on youth development, healthy living and social responsibility. We strive to turn no one away due to inability to pay. Thirty percent of all YMCA participants take part in Y programs and membership with financial assistance.

For decades, the YMCA of Northern Colorado & Southern Wyoming has removed the obstacles that limit our neighbors' ability to thrive. From water safety classes to chronic disease prevention to programs that help children bridge the opportunity gap, we strengthen and uplift our community each and every day.

Today, as our communities face unprecedented challenges, we continue to respond to our neighbors' most pressing needs. Whether we are providing equitable childcare to thousands of families, working with partners to ensure no child goes hungry or providing cancer survivors with wellness support, the Y takes action.

When we see a neighbor who needs support, the Y stands ready to help with open arms and caring hearts. Join us and imagine the possibilities.

MAXIMIZE YOUR GIFT THROUGH THE COLORADO CHILD CARE CONTRIBUTION TAX CREDIT

Eligible to Colorado Residents or Those Filing Income Tax Within the State of Colorado

Both corporate and individual donors may benefit. Taxpayers who make a cash contribution to the YMCA of Northern Colorado's Community Support Campaign may claim an income tax credit of 50% of the total donation on their Colorado income tax return. Please check with your accountant; you may need to itemize to take advantage of this tax benefit.

The Donation Amount:	Colorado Child Care Tax Credit:	Federal Tax Savings at 32%:	Colorado Tax Savings at 4.4%:	Total Donor Out of Pocket:
\$1,000 >	-\$500 >	-\$160 >	-\$22 >	\$318

Colorado Childcare Tax Credit Guidelines

- In-kind contributions of property (non-monetary donations) do not qualify for the credit.
- Donors may not receive goods or services in return for their contribution.
- The credit shall not exceed \$100,000 per year.
- The credit allowed shall not exceed the tax liability for the year. Any excess credits may be carried forward for up to five years.
- The Y will provide you with the DR 1317 Child Care Contribution Credit Certification in January of the following year.
- Donors should contact their tax advisors for advice about how the credit affects their tax picture. Information provided here is not tax advice.



“ The Y has taken a childcare burden off of my shoulders. I'm in retail. I don't get the summers off. It's a big deal. Knowing that (my daughter) can go to camp and have the best time, and I don't have to worry about anything, it's a huge relief for us.”

— Jessie, mom of a YMCA camper





MAKE MORE POSSIBLE

The YMCA reaches so many lives in so many different ways—whether we’re teaching children life-saving swim skills, expanding access to early childhood education or helping seniors combat isolation. And because of the generosity of donors like you, the possibilities are endless. More families have affordable childcare. More cancer survivors discover a community of recovery. More teens become impact-driven leaders. More kids build confidence through sports. When you give to the Y, you make hope, healing, joy and recovery possible.

THE Y'S 2024 IMPACT



250

The number of middle and high schoolers who hone their leadership skills in Y teen leadership and service programs annually.



1,402

The number of adults, teens and children who participate in Y ice programs, including adult hockey, learn to skate and youth hockey.



1,500

The annual number of families that access YMCA of Northern Colorado & Southern Wyoming childcare programs with the help of donor-funded financial assistance.



2,500

The annual number of children who make friends, learn independence and find safe spaces in YMCA childcare programs from Cheyenne down to Boulder.



8,000

The number of seniors who find connection, community and wellness support at Ys in Northern Colorado and Southern Wyoming each year, improving mental and physical health.



700,000

The number of times people of all ages visit Ys in Northern Colorado and Southern Wyoming each year — discovering a community of wellness and support.

CHAMP FOR CAMP

Every year, hundreds of local children in need access YMCA of Northern Colorado & Southern Wyoming day and overnight camps with the help of the Y's donor-funded financial assistance. In fact, Y overnight camps provided nearly \$300K in financial assistance to ensure all children and teens can boost independence and resilience while at camp.

“More than ever, our children need joy, mentorship and movement. They need a break from technology and the stress of home and school life. That’s why summer camp is so vital,” said Chris Coker, President and CEO of the YMCA of Northern Colorado and Southern Wyoming.

The Y provides a social-emotional learning curriculum; all camp staff undergo Mental Health First Aid and Social Emotional Learning training to ensure children dealing with trauma, stress and big emotions have support.



“

It was a miracle that there was something at the Y when we needed it. If we didn't have anything here, I don't know what we would have done.”

— Sue, spouse of Y Parkinson's fitness programs participant



HERE'S HOW

YOUR DONATION TO THE YMCA HELPS:



\$25

Gives Wellness

Ensures that dozens of seniors have access to a YMCA fitness class, helping them overcome isolation and stay active.



\$50

Gives Life Saving Skills

Provides swim lessons for a low-income child. Studies show that formal swim lessons are associated with an 88% reduction in the risk of drowning in children.



\$100

Gives Nutrition

Allows a child access to nutrition and gardening programs at the Y's Food Project Farm, helping us grow gardens as well as gardeners.



\$250

Gives Enrichment

Uplifts a child in need with a week of preschool, providing them with compassionate teachers and vital early childhood education.



\$500

Gives Opportunity

Provides a month of after-school care, offering opportunities for kids to connect with mentors and nurture friendships while their parents work.



\$1,000

Gives Outdoor Education

Allows a camper at YMCA Camp Tumbleton Lake to disconnect from technology, experience the power of nature and learn new outdoor skills for one week.



“As the saying goes, it takes a village. And the Y is that village.”
—Wade Arnold, third generation Y board member and donor





STEPS TO SUCCESS

Make your own pledge first. This is the single most important thing you can do. Prepare and practice. Understand the Y's role in the community. Study the campaign materials and be able to tell the prospect why the campaign is so important, and why it is important that all of us give.

Ask your best prospect first. Sort your prospects from most to least likely to give, and then go after your best prospect first. The first "yes" will build your confidence.

Fill out the pledge card completely and accurately. If you are asking someone over the phone, fill out the card completely and follow up with an email to the donor confirming their contact information and the donation amount. Forward that email to the Y for auditing purposes.

The personal face-to-face ask works best. If you are asking someone for the first time, or if you are asking someone to increase their gift, please be sure to see them in person. If you are unable to meet them in person ask over the phone, email and then follow up.

Talk about people and programs, not dollars. The Y offers programs that continue to make our community a better place to live, work and raise a family.

Tell YOUR YMCA story. Your own Y story is the most valuable, convincing tool you have. Tell the story about how you first became involved with the Y, how the Y has impacted your life or how the Y has impacted someone else. We have lots of stories to share with you.

The screenshot shows the JustGiving.com website for the YMCA of Northern Colorado. The page features the organization's logo, a mission statement, and several fundraising campaigns. Visible campaigns include 'Cops Army calls', 'Thank you for making a difference!', 'SCHEDULE ALL SPORTS', and 'YOU ARE ESSENTIAL'. The page layout is clean and professional, with a focus on community support.

Use our Just Giving tool. Just Giving allows you to create an individual webpage that makes fundraising easier and more accessible. You can make a donation yourself and then share your page with family, friends, co-workers and your social media followers to spread our mission. Check out our Just Giving How To section on the campaigner's webpage.



Stop and listen. It's important to stop and listen for your prospect's reaction. They may have questions, concerns, and even objections. We have answers to the most frequently asked questions, and some information on how to handle the most common objections.

Please don't leave the pledge card! If your prospect isn't ready to commit, keep the pledge card and decide on a time to come back and complete the pledge card. If their answer is no or not at this time please write that on the pledge card and turn it back into the campaign staff.

Please have the donor sign the pledge card. This solidifies the commitment and is needed for auditing purposes. An email from the donor works as well.

OTHER WAYS TO SUPPORT THE Y



Loose Change

When you sign up for Loose Change, proceeds from every purchase you make with your Visa or Mastercard go back to the YMCA of Northern Colorado & Southern Wyoming. Enrollment is easy and secure.



King Sooper Rewards

When you shop at King Soopers, you can raise funds for the Y. Just log into your King Soopers account, scroll to the bottom, select Community Rewards and search for the YMCA.





IDEAS FOR PROSPECTS

When you are identifying people to ask for a donation to our campaign, it's good to start with a few people who you know will donate to a cause that you support.



YOUR Y CONNECTION

Consider your involvement with the Y. Do you work out with others at the same time or attend classes? Are there members or families you engage with?



WHO YOU KNOW

Consider friends, family, neighbors and colleagues. People you feel would donate to the Y because of your involvement.



OUR PROSPECTS

The Y has current donor cards that need to be reassigned to campaigners. If you're interested in being the contact for some of these donors, let your staff lead know.



HOBBIES AND CLUBS

Are there classes that you attend or organizations that you are a part of where you could ask people to give to a worthy cause?



CIVIC/COMMUNITY

Are you a part of something in the local community that would allow you or Y staff/volunteers to speak with fellow members about the Y?

OVERCOMING COMMON OBJECTIONS

Objections are not personal. An objection is never directed against you, it is directed at the idea you're presenting.

Be sympathetic and listen carefully. Listen to what your prospect says and sympathize with them. You can be sympathetic and concerned without agreeing with them. You can respond to an objection with simple statements like:

- "I can appreciate that"
- "That's interesting — I'll look into it and have someone follow up with you"

Encourage your prospect to talk. When they raise an objection, let them expand on it at length. If it's sincere or logical, please let them know that Y staff will follow up with them and be sure to pass their concerns on to the staff.

Always thank your prospect, whether you receive a donation or not!



“ We are lucky to have had a YMCA in our lives. Our sons participated in many Y programs, and these wonderful youth programs are still available, even after the half-century of our membership. It's exhilarating to see that the Y before-and-after school programs are helping to raise families, particularly low-income families. The YMCA is as essential to Cheyenne's physical and mental health as much as its city parks, playgrounds and greenways.”

—Cheyenne Y member



FAQS

Q. How does the Y qualify as a nonprofit?

A. The Y is a private, membership-based, volunteer-founded 501(c)(3) tax-exempt organization with no ties to political or religious groups. The Y qualifies as a nonprofit because it is a charitable organization, with the philosophy that no one is turned away because of an inability to pay. We provide financial assistance to those who need it, we keep our fees affordable, and we are accessible to all.

Q. How will my donation be used?

A. Donations are used to provide help for children who would otherwise not be able to participate in programs such as childcare, sports, summer camp and swimming and provide financial assistance to adults, families and seniors for other Y programs. Some donations are used to directly subsidize programs for young teens that are designed to reduce risk behaviors and encourage social responsibility.

Q. Will my donation be tax-deductible?

A. Yes! The Y is a charitable organization under Section 501(c)(3) of the Internal Revenue Code. Gifts to the Y are tax deductible to the extent allowed by law.

Q. My kids are no longer in Y programs. Why should I continue to give?

A. The Y currently serves the community with youth programs in countless locations throughout Boulder, Broomfield, Larimer and Weld Counties as well as in southern Wyoming. Sooner or later, your children, whether as youth, young adults, or parents themselves, may be impacted by the Y's far-reaching programs. The Y is a vital community resource.

Q. I don't have any children. Why should I give?

A. A strong YMCA makes any community a better place to live and do business. Tens of thousands of individuals – many adults and seniors, also experience the positive effects of Y programs and activities. We all benefit from a strong YMCA.

Q. Do I have to give now? Now isn't a good time.

A. We're glad that you want to help. If it's more convenient for you, you can make a pledge now and the Y can bill you for payments later in the year. All pledges need to be paid in full by December 31.

Q. Can I give property or securities and save capital gains tax?

A. Yes! And you get a current year charitable deduction based on the fair market value of the asset. Property or securities do not qualify for Colorado Child Care Tax Credit

Q. I'm a Y member; doesn't my membership fee already pay for these programs?

A. We are happy that you are a member and your membership is important to us. However, membership fees are used to cover the basic costs of operating our programs and are not high enough to cover the additional costs of scholarships or subsidizing those programs that need it. Consider your membership something you do for you; your donation something you do for others.

Q. Does part of my donation pay for buildings and equipment?

A. No. All of the money raised in the Community Support Campaign goes to support programs such as school age childcare, summer camps, sports, teen programs and financial assistance for families and individuals who need help with the cost of their membership.



“ I wanted to donate to the YMCA Ice Program for my birthday because I LOVE hockey, and I wanted to share an opportunity for kids who want to play hockey, to play!”

—Asya, a young hockey player on the Y's Lafayette Locomotive Hockey Club who raised \$1,200 for the Y