



YMCA

We build strong kids,
strong families, strong communities.

STRONG KIDS ANNUAL SUPPORT CAMPAIGN MISSION STORY PITCH LIST

1. CREATE A MISSION STORY PITCH LIST

Work with front Branch Executive to develop a list of inspiring success stories from your Y. Obtain from each, permission to pitch their story to prospective donors, other campaigners, and the media to use them for interviews. Create a spreadsheet with the names and contact information, story summary and availability for interviews.

Story examples:

Mother recently transitioned out of a domestic abuse situation where she was a stay at home mom and now finds herself in the workplace and is unable to afford quality child care for her children given her limited income. Your YMCA provides her with financial assistance through a scholarship enabling her children to attend after school care and summer day camp in a nurturing, supportive environment while she works to support her family.

Children attending two elementary schools located on the South side of Oklahoma City battle poverty, language barriers, and hunger. Their parents are working long hours in order to make ends meet. The children are often home alone after school lonely and bored – looking for trouble. Through donations to the Strong Kids Campaign, your local YMCA is able to provide scholarships to dozens of families whose children attend the after school programs at both school sites.

Nine year-old boy is witness to mother's domestic abuse which nearly took the life of his unborn brother. Mother diagnosed with Post Traumatic Stress Disorder as she struggles to free her children and herself from the situation. The mother learns that the YMCA offers financial assistance enabling her son to attend summer camp where he could make friends and be a little boy again

2. SEND PITCH LETTER/EMAIL TO PROSPECTIVE DONORS/CAMPAIGNERS/MEDIA REFERENCING MISSION STORY (SEE CAMPAIGN LETTERS FOR ADDITIONAL SAMPLE SOLICITATION LETTERS)

Sample pitch e-mail:

SUBJECT: [YMCA NAME] program helps (low-income kids, struggling families, etc.) (have fun, be safe, etc.) in (after school programs, summer day camp, etc.)

Jordan and his family are living proof that lives are changed for the better everyday at the [YMCA NAME]!

At just nine years old, little Jordan has experienced far more than any child should. He watched as his mother became a victim of domestic abuse, which nearly took the life of his unborn brother. As she struggled to free herself and her children from the situation, Jordan's mother fell into a deep depression and was eventually diagnosed with Post Traumatic Stress Disorder. The disability forced Jordan's mother to take time away from work, limiting her ability to provide for her two young sons. Crushed by the knowledge that her sons were suffering because she was physically and mentally unable to give them the time and attention they needed, she turned to the YMCA for assistance.

Jordan's mother learned that the YMCA could provide the boys with a nurturing, active environment. The family received financial assistance that enabled Jordan to attend before and after school care and summer camp where he could meet new friends, play, and be a little boy again. For Jordan's mother, the YMCA was a place where she could exercise and fight the systems of her depression.

The YMCA Strong Kids Campaign is an investment in the future, making it possible for youth and families who want and need YMCA programs but cannot afford them to make positive choices for their lives. At the heart of community life in [YMCA NAME], our mission-driven YMCA is "a place to belong" and to live the values that guide and unite our members: caring, honesty, respect and responsibility.

We hope you'll share this news with your readers as we launch this year's Strong Kids Campaign. Our hope is that members of our community, after reading your report about this campaign, will be motivated to contribute to our campaign and change people's lives. I can put you in touch with the [FAMILY NAME] as well as others whose lives have been changed as a part of this wonderful community-based funding campaign. [USE BELOW PARAGRAPH IF SENDING TO PROSPECTIVE DONOR]

We hope you will make a gift to the Strong Kids Campaign. A gift of \$65.00 will provide one child with one week of before and after school care in a safe, nurturing environment. A donation of \$1,000 will allow a family to participate in the YMCA through a family membership, childcare programs and summer camp for the upcoming year. Contributors of \$1,000 or more will be recognized on the donor board that hangs in the lobby at each of our ten branches located throughout the Greater Oklahoma City area.

A brochure is attached for your information. Please let me know if you would like additional information or have questions. We have several great programs to talk about and would love to share the details of our community service with ***you/your readers (if sending to media)***. I will call you in the next few days to follow up. Thank you for your time and consideration.

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[NOTE: If you are pitching to a TV station, state that a camera-crew can come to your location to capture visuals; if you are pitching to the print media, state that you have high-resolution photos available]

3. REFERENCE MISSION STORIES WHEN HOLDING FACE-TO-FACE MEETINGS WITH CURRENT/PROSPECTIVE DONORS. THIS IS THE BEST WAY TO HELP SOMEONE UNDERSTAND HOW THEIR GIFTS SUPPORT THOSE IN THE COMMUNITY.
