**SAMPLE LETTER/EMAIL**

Dear [Name],

I am thrilled to share that, as a supporter of the YMCA of Muncie, I am participating in this year’s Annual Campaign to continue making the YMCA accessible to everyone in our community. [I became involved with the Y, because (insert your personal connection, or why you personally support the Y) ]. The YMCA’s mission is important to me because I care about creating a place for everyone in our community to belong - to improve themselves, learn healthy habits and build new friendships. The Y makes that possible. The Y’s reach is tremendous - and your support of the Annual Campaign will help ensure that everyone has access regardless of financial ability. The YMCA of Muncie has 3 membership branches and two youth serving branches: Mitchell Early Childhood and Family Center and Camp Crosley YMCA.

Over 20,000 people participate and benefit from Y programs including LIVESTRONG® at the YMCA, summer camp, afterschool and early learning. The YMCA operates Summer Day Camp serving 300 plus kids each day with a focus on summer and COVID learning loss. Throughout the school year, more than 300 students at five sites have a safe, positive after-school experience because of a Y program.

My personal goal is to raise $[insert goal] by April XXth. Every donation makes a difference - no matter the amount. All donations go toward financial assistance at the Y and ensuring everyone has access regardless of financial ability.

To make a contribution, please visit muncieymca.org/give, scan the attached QR code, or text the word ‘GIVE” to 855.952.3092.

If you’d like to learn more about the Y, let me know - I’d be glad to set you up with a 20-minute tour and show you how the Y is so much more than a gym.

Thanks again for helping ensure that everyone in our community can have access to the programs at the Y.

**FOLLOW UP EMAIL**

Subject: [X] more weeks to reach my goal

Dear Friend,

As you may know, in [insert countdown, i.e. 14 days] the YMCA of Muncie’s Annual Campaign will reach its last day of the official campaign! While you can still give year-round, giving before April XX 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, early learning, senior health and fitness activities, and more. Financial assistance is important because it makes the Y accessible to everyone. In fact, last year more than 1,600 individuals and families were able to participate at the Y because of financial assistance!

When you give to the Y’s Annual Campaign, you’re helping your neighbors and community thrive. I choose to support the Y because it makes such a big difference in our area, and I hope you will too. Please consider making a contribution to the YMCA’s campaign, which you can find at municeymca.org/give. An incredible 100% of your contribution will be used towards financial assistance. NO donation is too small – every dollar truly makes a difference.

Thank you,