



The messages below can be used in an email to inspire those you know to support the Y. Just copy, paste, and personalize them! Consider adding your own personal connections and stories about the Y to help boost engagement.

Email Sample #1

<Greeting>,

As you may know, the YMCA holds a special place in my heart. I have proudly been a part of the Y for <____> years and have seen the impact it has made both on <myself/my family> and the community; I want to share with you an opportunity to support the amazing work the Y is doing for our community.

For over 80 years, the Sanford-Springvale YMCA has provided a place for children, families and individuals to connect. Through the years, people of all ages have found a sense of belonging and built lifelong friendships. As we all face uncertainty, the Y is here to keep families strong, healthy, and smiling...even behind masks!

Through our Annual Campaign, the Y will be here, always. With your help the Y can continue to offer vital programs to support our community.

Would you please join me in making a donation to the YMCA to help meet the greatest needs in our community?

You can make a donation by clicking the link below or by completing the attached pledge card. <link to personal fundraising page>

Thank you.

Sincerely,

<Your name>

Email Sample #2

Dear <insert name>,

As a volunteer of the Sanford-Springvale YMCA, I have seen firsthand how the Y is making a difference in the lives of youth, families, and seniors in our community.

<CONSIDER ADDING A COUPLE SENTENCES ABOUT YOUR OWN PERSONAL INVOLVEMENT IN THE YMCA> The Y's Annual Campaign unites Y staff, volunteers, and generous community members in sharing Y stories and raising dollars needed to provide programs and services to those who need the YMCA most.

Your financial support will make it possible for us to continue to serve our community in critical and meaningful ways. In addition, 100% of your donation will stay local to support thousands of kids and families.

I encourage you to join me by donating to the Y today. If you would like more information about the YMCA, ask me and I would love to share why I support the Y.

You can donate online [[insert personal fundraising page link](#)] or by filling out the attached pledge card.

Sincerely,

<Your Name>

Email Sample #3

<Greeting>,

I am volunteering for the Sanford-Springvale Y's Annual Campaign – an effort to build awareness about how the Y impacts people in our community and to raise \$160,000 to support that work. Why? Because I know firsthand how the Y can help youth, adults, and families achieve potential, build confidence, develop friendships, and more. Also, I believe our community is stronger when we have an organization that steps up daily to response to challenges our neighbors may be facing.

Here are some ways donations help strengthen our community:

- Scholarships give children who otherwise would not have the opportunity, to have the best summer ever, make lifelong friendships, and stay active at Camp Marland and Camp Mini-Marland.
- The Y provides all 13 year olds in our community a free membership through our Hang Here program.
- The Financial Assistance Program helps make membership, programs, and child care affordable to everyone who wishes to participate.

I hope you will take a moment to click on the link below and learn more about why I choose to support the Y and consider joining me by making a donation to the Annual Campaign. Donations can be made online (click the link below) or by completing the attached pledge form.

Thank you for your consideration!