



2010 Sustaining Campaign

My YMCA

Campaign Bulletin – February 12, 2010

Campaign Chair: Jack Avakian

Editor: Heather Stevning

NEWS FLASH!
Week 1: Ahead of the game at kick off was Jerry Bohn Division!

Our Goal: \$200,000

What a great turnout we had for the Kick Off this last night! Our Color Committee did an incredible job of decorating the Masonic Lodge and feeding everyone (thanks to Panera for the bread they donated to go with our meal). The "High School" theme was perfect to kick-off our campaign. The pep rally led by Robin Stein and her squad got the room "pumped up" for an exciting season of competition between Divisions! Winning the Spirit Award for the evening was San Bernardino's Jim Gerstenslager Division for their creativity and challenge cheer to the other divisions!



Ken Stein surprised Barry Lee with birthday wishes from the YMCA. Barry's commitment and involvement with the Y are an inspiration to everyone. We are fortunate to have volunteers like Barry who care enough to actively work at strengthening kids, family and community. Best wishes to you Barry and thank you from all of us!

Barry Lee celebrates his 84th Birthday

Special speaker Lori Murguia shared her personal story of how the Y has made a significant impact on her family by helping her son who has Down Syndrome. Her heartfelt story and sincerest gratitude for the Y's part in their life reminded us all of why we campaign.

At the end of the evening after good food, fun and fellowship, Jack Avakian asked EVERYONE to stand up and form a circle. "We are a circle of hope and caring for our community," he said.

"Go out and fundraise-expand the circle!"



Did you miss Kick Off?

We missed you! But it's ok; join us next Thursday! You need to get your donor cards before then. Contact your Division Leader, Team Captain or a Staff Liaison for help. At Redlands, call Robin (798-9622, x206). At San Bernardino, call Darrell (881-9622). At Highland, call Sam (425-9622). At PSU, call Wendy (792-0555). Of course you can always call Perry Mecate (798-9622, x204) or Kathy Chennault (798-9622, x259). If you are feeling unsure about what to do, please call!

Don't have donor cards? What to do??

You have options! First, you have friends, family, co-workers, neighbors, club members, and other people that you know who would support the YMCA's Sustaining Campaign if you tell your story and ask for a donation. If you want to come up with your own list so that you are asking people you know, you will need to submit those names to us on a **Donor Prospect Form**. That way we can double-check to make sure no one else will be contacting them. Second, we have some unassigned cards that we can give you - but it's best for you to begin by talking to folks within your own inner circle.



What's Next?

If you're a new campaigner, you may be wondering what's next. Well, it's now time to go out and talk to people who might consider making a tax-deductible gift to the YMCA. Tell them why you care about the Y and what it has meant to you, your family, or someone you know. Remember, we're raising money to provide scholarships to people who can't afford program or membership fees. It's a worthy cause, and most people will make a donation if they are financially able to.

Note: these **do not** have to be large gifts...and you don't have to collect the money right now - pledges are fine!! A gift of any size will be gratefully accepted, so reassure people that their \$5, \$10 and \$25 donations are important! Collect the donations and completed donor cards in your gold envelope and bring them with you to **Report #1** at the Masonic Lodge. All the donations will be added up and reported that night. Campaigners will win prizes for collecting the most donations, being the best first-time campaigner, etc. The competition is fierce, so start campaigning **now!**

Next Meeting:

Report #1 - Thursday, February 18th

6:00 p.m. @ the Masonic Lodge in Redlands

Favorite Holiday (dress appropriately to show your spirit!)

NOTE: Please bring your **gold** envelopes with you



Got Questions?

Contact: Perry Mecate (909.798.9622, x204 or pmecate@ymcaeastvalley.org)
Robin Stein (909.798.9622, x206 or rstein@ymcaeastvalley.org)
Darrell Black (909.881.9622 or dblack@ymcaeastvalley.org)
Sam Handley (909.425.9622 or uwalsh@ymcaeastvalley.org)
Wendy Swift (909.792.0555 or wswift@ymcaeastvalley.org)

Mark your calendars for our weekly reports (all at the Masonic Temple in Redlands):

Report #2 - Thursday, 2/25/09 @ 6:00 pm (**Favorite Cartoon**)

Report #3 - Thursday, 3/4/09 @ 6:00 pm (**Armed Forces**)

Victory Celebration - Thursday, 3/11/09 @ 6:00 pm (**Favorite Hero**)

Your involvement is key to the YMCA of the East Valley's success!

Thank you for making "**MY YMCA**" a reality for all.