
 **YMCA**
123 Anywhere Way
Anywhere, MO 63547-4168

John Q. Sample
3190 Rider Trail S
Earth City, MO 63045-1815

 **YES! I want to build a stronger, healthier community. Here is my gift:**

[\$25] [\$36] [\$50] [\$100]
My best gift

- I am enclosing a check, payable to [BRANCH NAME]
- Please charge my gift to my credit card. See reverse.
- Or visit [www.xxxxxYMCAxxxxx\donatenow.org] to give online now.

[123 Strong St]
[City, ST 12345-1234]

This amount will make an exciting difference.

[DONOR ID] M178XXXXXX
[Mr. & Mrs. John Q. Sample]
[Gabriel Group]
[3190 Rider Trail South]
[Earth City, MO 63045-1518]
My email address is:

[BRANCH NAME]
[123 Strong St]
[City, ST 12345-1234]

We are a 501(c)(3) organization, so your gifts are tax-deductible to the extent permitted by law.

SPECIAL GIFT ON MY CREDIT CARD

Charge my gift to: Visa MasterCard Amex Discover

Card (please print)

Exp. Date Sec. Code

Information about making a gift through my will or estate plans.



[BRANCH NAME]
[123 Strong St]
[City, ST 12345-1234]

[Mr. & Mrs. John Q. Sample]
[Gabriel Group]
[3190 Rider Trail South]
[Earth City, MO 63045-1518]

Date 2017

Dear [Mr. & Mrs. Sample],

First, I'm writing to thank you for supporting the Y. I can give you so many ways your gifts are making a real difference to the people in our community.

And when you see how much of a difference you are making, I hope you will continue your support now because you are essential to ensuring everyone in our community has access to learn, grow and thrive at the Y!

Here are just some of the things your gifts do.

You put kids in affordable afterschool care, getting homework help and playing active games instead of staring at a screen.

You provide swimming classes for toddlers and their moms, reducing the risk of drowning. I am so glad to see this. Drowning is the leading cause of injury death among children 1-4, and you're helping prevent this tragedy.

In the summer, your gifts provide **nutritious lunches for kids** whose homes have empty refrigerators.

You are building and strengthening teenagers' character through leadership and education programs that allow them to achieve their full potential regardless of their families' financial resources.

You're putting **smiles on the faces of seniors**. And the classes that keep them

(over please)

PLEASE HELP MAKE YOUR COMMUNITY STRONGER TODAY.

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

active and social are also **benefitting their health.**

I could go on, but you get the idea. You'll be helping make the Y a place where everyone can get healthier, happier and stronger. It is a place where the real needs of the community — for services like child care, summer programs, and drowning prevention — are met, fully and generously.

The word "everyone" is important, because we believe that **everyone bene its from the Y, and everyone should have access to our programs.** Your gift can help us bridge gaps in families' budgets and make the Y possible.

It doesn't take much. A gift of just \$[GC1] can help relieve the worry of a mother who can't find affordable after-school care for her kids. Or fill a first-grader's backpack with nice, new school supplies she wouldn't otherwise have. Or help a grandmother get in the social swim again.

It's a gift that makes our community a better, friendlier place to live. And that's a gift that benefits all of us. Please give today.

Thanks for your support!

[Signature]

[Signer Full Name]

[Signer Title]

P.S. Did you ever think one gift could do that much? It can ... and it will! Please give today.

THE YMCA

Gabriel Group and Donor By Design (DBD), a fundraising consultancy that specializes in fund development for YMCAs, have partnered to aid 18 YMCAs located across the country in raising money and making a lasting impact within their respective communities. The cross-channel program included a personalized direct mail effort in addition to a follow-up digital e-appeal asking recipients to invest in their communities by giving to their local YMCA.

The inaugural collaborative campaign collected 2,105 gifts and netted \$201,190 in total revenue while boasting a 1.68% response rate and average gift of \$131.63. Additionally, two \$100,000 planned gifts were identified as a result of the mailing.

Please rush my gift to help my community!



[BRANCH NAME]
[123 Strong St]
[City, ST 12345-1234]

Please Place Stamp Here