


From: **Cordero, Courtney** [ccordero@ymca.org](mailto:ccordero@ymca.org)   
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Good Afternoon, Y Family!

What a year this month has been, right? It is all hands on deck for each of us, personally and professionally. And while most of us have the resources and village we need to navigate these uncertain times, **many of our neighbors must turn to the Y for support now more than ever.** If you're feeling like you wish there was just *one thing* you could control right now, there is: we can fulfill our promise to raise support for the Y in order to serve our most fragile communities.

With that being said, there are things that are in our control and others that are not so we want to bring some clarity around arising questions. Here are the recommendations from the Development Department at Team Headquarters.

- **All scheduled in person Victory celebrations should be cancelled.** This is our time to be creative! It is important that we are still celebrating our volunteers, board members and staff in all of their fundraising efforts.
  - Here are some ideas: Send a hand written thank you card to each of your volunteers, mail a thank you package with goal buster awards, record a personal video on your phone thanking them, then email! (Would love to hear more ideas from you!)
- While in person Victory celebrations are cancelled, **fundraising is moving forward.** Children, families, seniors and the community still need support from the Y. In fact, they will need us more than ever as many families are struggling with the economic stress of the pandemic. (Attached is a PDF about Fundraising in Challenging Times and an email from the Cameron Family YMCA to their campaign team).
- **Goals.** Many of you have reached out about your Victory Celebrations and the overall campaign goals. As an association we believe it is important to move forward with the fundraising efforts and reach our goals, but also want to be realistic about the times we are in. I will be

goals, but also want to be realistic about the times we are in. I will be reaching out individually to each of the YMCAs that have not reached their goal to develop a plan that works for your circumstances. We are a team and this plan should be created together!

Giving to the Y provides our community the opportunity to band together to support our neighbors. People want to help people. It's our opportunity to engage, inspire and truly make a difference in this time of need.

Thank you for being incredible advocates for not only our YMCAs but the families we support and serve.

Stronger Together,  
Courtney

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**Courtney Cordero**

Association Director of Annual Campaign

**YMCA OF SAN DIEGO COUNTY**

3708 Ruffin Road, San Diego Ca 92123

(D) 408-425-7584 (O) 858-292-9622 x10120

(E) [ccordero@ymca.org](mailto:ccordero@ymca.org) (W) [ymca.org](http://ymca.org) (S) [ymca.org/socialnetworks](http://ymca.org/socialnetworks)

**The Y: We're for youth development, healthy living, and social responsibility.**



Fundraising in  
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