



# BE WHY

## YOUR COMMUNITY THRIVES

### CAMPAIGNER TOOLKIT

## 2023 Annual Giving Campaign Commitment

The YMCA of Central Florida is committed to eliminating financial barriers that can prevent our neighbors from accessing Y programs and services. The Y meets families and individuals where they are through direct financial assistance and subsidized programs ensuring equity of access to Y programs and services.

## LEONARD & MARJORIE WILLIAMS FAMILY YMCA

### CAMPAIGN GOAL: \$35,000

Dates: April 6–May 26

#### Contacts:

Coach Crider , Executive Director, Williams Family Y | [scrider@cfymca.org](mailto:scrider@cfymca.org)  
Rachel Bowman, Chief Development Officer | [rachel.bowman@cfymca.org](mailto:rachel.bowman@cfymca.org)

### CAMPAIGNER TOOLKIT

Campaign Guide  
Case Statement  
Peer-to-Peer Guide  
Y Your Way Membership Info  
Pledge Forms  
And more!



### IMPACT VIDEOS

Youth Development  
Family Programs  
Healthy Living  
Water Safety  
And more!



### PEER-TO-PEER ONLINE GIVING

Create your personal campaign page and join your Family Center team. Getting involved has never been easier!

