


From: **McTighe-Rippengale, Shelly** smcrip@ymca.org   
Subject: Campaign Update  
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Good Morning!

I hope you are all healthy and doing ok in light of the current situation. Additionally, I hope your companies are weathering this storm as well as can be expected.

I wanted to reach out to you today regarding the Annual Campaign. We have culled our experience and advice from the experts to make decisions on how we will finish this campaign. I have attached a memo from a respected fund raising consultant that summarizes well how to handle fundraising in times like these.

Here's the facts and plan:

- Begin M,W,F inspirational, good news messages from the Y highlighting something that will serve to inspire and motivate our Board to complete the campaign and feel good about their Y involvement.
- If you include all the Board and Staff fundraising, we are about \$100,000 from our goal, with 6.5 business days to get there. We can do this!
- The Association has raised \$6.1 of our \$6.9M goal. We are working individually with each branch who is not yet at goal to support their success.
- There are many people working from home and we have found it is actually easier to reach our volunteers and donors on their cell phones this week.
- Please reach out to your captains to encourage them and let them know that you will be reaching out to some of their campaigners.
- I have gone through each of your divisions and determined who I think still has the ability to raise funds and therefore would be a good **CALL to make by you** this week. They are:

Javier – Jason Bowser, John Maguire, Alex Kim, Leon Clark, Brian Enge, Trindl Reeves and Bob Bolinger

Mike – Karla Hertzog, Rod Lanthorne, Susan Mercure, Eric Klein and Toby Schramm

Derek – John Sarkisian, Josh Sherman and Jason Levin

- Our hope is that supporting the Y is one thing people can and will still do to help our neighbors and friends. Although we are hunkered down and our facilities are closed for now, that is temporary and as soon as it is safe we will relish the opportunity to serve our neighbors with the life changing work we are known for.

Please let me know if I can support you in any way. I appreciate each of you and your continued leadership and effort on behalf of the Y!

Gratefully,

**Shelly McTighe-Rippengale**  
**Senior Vice-President and Chief Development Officer**

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



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