



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## **CAMPAIGN COMMUNICATION GUIDELINES**

### **2019 Annual Campaign - PLEDGE COMMITMENT**

During the Annual Campaign and throughout the year, we want it to be EASY for individuals and businesses to make a contribution to the Y. It is also critical to follow protocols that ensure safe and responsible handling of contributions and pledges.

### **PLEDGE COMMITMENTS**

Below are guidelines for accepting pledges this year. For questions please contact our office at [give@ssymca.net](mailto:give@ssymca.net).

- **Online Giving.** This is the preferred method of donation and pledge collection as it eliminates opportunities for error and offers donors the most flexibility and security in their transaction. Donors may go to our website ([www.southsoundymca.org](http://www.southsoundymca.org)) or through a campaigner's direct donation link.
- **Donor Email or Text.** Electronic communication directly from a donor including pledge amount. Pledges will be due in full April 1 when invoicing will begin, unless otherwise noted in the email/text.
- **Pledge Form or Remit Envelop.** Fully filled out and signed pledge form or remit envelop submitted via snail mail, to Association Office staff or dropped in campaign drop box at either local branch.

For pledges **UNDER \$1,000 ONLY** the following communications are acceptable:

- **Campaigner Email or Text.** Electronic communication from the campaigner including the name of the donor and pledge amount. Pledges will be due in full April 1 when invoicing will begin, unless otherwise noted in the email/text.

### **COLLECTING CASH, CHECK AND CREDIT CARD INFORMATION**

Notes for volunteer campaigners and Y employees

- **Cash Donations** may be made at the front desk ONLY. Volunteers and staff members may not accept cash contributions.
- **Credit Card Donations** may be made online or by calling our Association Office staff to set up one-time, monthly, or quarterly payments. Credit card numbers should NEVER be written down and handled by volunteers/staff or put in the mail.
- **Check Donations** may be mailed, dropped in a branch drop box or collected by campaigners. Collection envelopes will be available for campaigner use.
- **Third Party Payments** are arranged through employee giving programs, foundations, etc. and should be indicated on pledge forms.