Volunteer,

Below you’ll see four different templates for a solicitation email:

* Renewal Solicitation (previous donor) Email Template to be sent to someone you do not know.
* Renewal Solicitation (previous donors) Email Template to be sent to someone you know.
* Solicitation (non-previous donor) Email Template to someone you don’t know.
* Solicitation (non-previous donor) Email Template to someone you know.

You can copy and past these templates into an email and fill in the highlighted areas. Also, please scroll to the end and add in the appropriate link that corresponds with the center/program you’re campaigning/fundraising for.

If you have any questions, reach out to your local YMCA leadership or email [pteamhelp@ymcamidtn.org](mailto:pteamhelp@ymcamidtn.org). Thank you for your support of our Annual Campaign!

Michael Draper

Executive Director of Annual Giving

**Renewal Solicitation Email Template (Someone You Don’t Know):**

{Insert Recipient’s Name}

My name is {Your Name} and I volunteer with the {Center/Program Name} (ex. Donelson-Hermitage Family YMCA or YMCA’s YCAP Program). I’d like to thank you for your previous generosity and financial support of the {Center/Program Name}. Because of your generous giving, thousands of individuals and families in our area have been impacted… but the work’s not done.

* 1. Did you know?
  2. Over 200,000 people are members of our YMCAs throughout Middle Tennessee, and they all share a common desire to belong and be well. This is possible through donations which help ensure ALL individuals have the opportunity to learn, the ability to grow and the power to thrive.
  3. By supporting the Annual Giving Campaign again this year, you’re helping provide thousands of youth a place to build on their learning and life skills through sports, camps, swimming, homework assistance and more!
  4. Through dollars raised in this campaign, the {Center/Program Name} is also able to continue to provide a nurturing and supportive environment for children, parents, teens, and seniors and a place for these groups to thrive and live their best lives in spirit, mind and body.

I hope you’ll join me again, in making a pledge and supporting the Annual Giving Campaign. Click the links below to learn more and to give your gift today!

**(INCLUDE APPROPRIATE LINKS FROM BELOW – LAST PAGES)**

**Renewal Solicitation Email Template (Someone You Know):**

{Insert Recipient’s Name}

As you may know, I volunteer with the {Center/Program Name} (ex. Donelson-Hermitage Family YMCA or YMCA’s YCAP Program). I’d like to thank you for your previous generosity and financial support of the {Center/Program Name}. Because of your generous giving, thousands of individuals and families in our area have been impacted… but the work’s not done..

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**(INCLUDE APPROPRIATE LINKS FROM BELOW – LAST PAGES)**

**Non-Renewal Solicitation Email Template (Someone You Don’t Know):**

{Insert Recipient’s Name}

My name is {Your Name} and I volunteer with the {Center/Program Name} (ex. Donelson-Hermitage Family YMCA or YMCA’s YCAP Program).

* 1. Did you know?
  2. Over 200,000 people are members of our YMCAs throughout Middle Tennessee, and they all share a common desire to belong and be well. This is possible through donations which help ensure ALL individuals have the opportunity to learn, the ability to grow and the power to thrive.
  3. By supporting the Annual Giving Campaign you’re helping provide thousands of youth a place to build on their learning and life skills through sports, camps, swimming, homework assistance and more!
  4. Through dollars raised in this campaign, the {Center/Program Name} is also able to continue to provide a nurturing and supportive environment for children, parents, teens, and seniors and a place for these groups to thrive and live their best lives in spirit, mind and body.

I hope you’ll join me in making a pledge and supporting the Annual Giving Campaign. Click the links below to learn more and to give your gift today!

**(INCLUDE APPROPRIATE LINKS FROM BELOW – LAST PAGES)**

**Non-Renewal Solicitation Email Template (Someone You Know):**

{Insert Recipient’s Name}

As you may know, I volunteer with the {Center/Program Name} (ex. Donelson-Hermitage Family YMCA or YMCA’s YCAP Program).

* 1. Did you know?
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  4. Through dollars raised in this campaign, the {Center/Program Name} is also able to continue to provide a nurturing and supportive environment for children, parents, teens, and seniors and a place for these groups to thrive and live their best lives in spirit, mind and body.

I hope you’ll join me in making a pledge and supporting the Annual Giving Campaign. Click the links below to learn more and to give your gift today!

**(INCLUDE APPROPRIATE LINKS FROM BELOW)**

**Select the Appropriate Link(s) to include in your email:**

**Bellevue**

* **Learn More & Give Today:** <https://www.ymcamidtn.org/bellevue-impact>

**Brentwood**

* **Learn More & Give Today:** <https://www.ymcamidtn.org/brentwood-impact>

**Center for Civic Engagement**

* **Learn More:** <http://wp.tennesseeyig.org>
* **Give Today:** <https://www.ymcamidtn.org/give/cce>

**Christ Church**

* **Learn More & Give Today:** <https://www.ymcamidtn.org/christ-church-impact>

**Clarksville**

* **Learn More & Give Today:** <https://www.ymcamidtn.org/clarksville-impact>

**Donelson-Hermitage**

* **Learn More & Give Today:** <https://www.ymcamidtn.org/donelson-hermitage-impact>

**Select the Appropriate Link(s) to include in your email:**

**Downtown**

* **Learn More & Give Today:** <https://www.ymcamidtn.org/downtown-impact>

**Franklin**

* **Learn More & Give Today:** <https://www.ymcamidtn.org/franklin-impact>

**Green Hills**

* **Learn More & Give Today:** <https://www.ymcamidtn.org/green-hills-impact>

**Joe C. Davis Outdoor Center**

* **Learn More & Give Today:** <https://www.campwidji.org>

**Margaret Maddox**

* **Learn More & Give Today:** <https://www.ymcamidtn.org/margaret-maddox-impact>

**North Rutherford**

* **Learn More & Give Today:** <https://www.ymcamidtn.org/north-rutherford-impact>

**Northwest**

* **Learn More & Give Toda:** <https://www.ymcamidtn.org/northwest-impact>

**Robertson County**

* **Learn More & Give Today:** <https://www.ymcamidtn.org/robertson-county-impact>

**School Age Services**

* **Learn More:** <https://www.ymcafunco.org>
* **Give Today:** <https://www.ymcafunco.org/give>

**Sumner County**

* **Learn More & Give Today:** <https://www.ymcamidtn.org/sumner-county-impact>

**YCAP**

* **Learn More:** <https://www.ymcamidtn.org/locations/y-cap-mid-tn/programs>
* **Give Today:** [www.ymcamidtn.org/give/ycap](http://www.ymcamidtn.org/give/ycap)