



Hi Larry,

Just a quick note to let you know how we are using the All in One Communication and recognition System. First of all, these have gotten a great response and we have noticed a lot of members looking at them. I use the left panel for center specific information highlighting stories and people from that particular center. We follow a schedule that you can see below.

The other four panels I use to promote the Strong Kids Campaign and to list donors at the \$100 and up level. During the campaign I am updating the names list weekly. I usually have something on the board about "add you name here" and I use a lot of engaging pictures of YMCA programs. When we were in the recruitment stage I put up a real simple call to action statement and left the rest of the board blank.

If anyone wants to discuss ideas further, please feel free to give them my name.

Schedule:

- **September** – Feature a donor or donor family and why they contribute to the YMCA
- **November** – Feature a volunteer and why they volunteer (hopefully this will help in your recruitment efforts for community teams) include a call for volunteers as part of the panel
- **January** – Feature a program that is support through my Strong Kids or a family/individual who benefited.
- **March** – Highlight your volunteers from your center who are helping in your campaign. (Fun pictures from Calling night/My Y week, list volunteer names, whatever!)
- **May** – BV, ES, WS feature a camp story, DT feature Family Nights
- **July** – Feature a My Y story preferably someone who benefited from a scholarship

Sincerely,

Director of Financial Development
Greater Green Bay YMCA