

MEMORY-AID FOR CHALLENGERS

WHAT IS THE YMCA CHALLENGE?

The YMCA Challenge is a fundraising event where participants set three challenges related to their physical, mental, and collective health, and raise money in their entourage.

WHAT WILL THE MONEY RAISED BE USED FOR?

- Provide children, teens, and adults with financial assistance to participate in the Y's programs and activities.
- Provide companion services to welcome children with different needs and abilities in our day camps.
- Promote the joy of being active with our kids and teens and encourage them to adopt healthy habits for life.

HOW CAN I HELP?

May 1 to June 1, 2022

You can help us by forming a team, or in other words: **a big family of challengers** who will help you fundraise. Once your team is created, think about the people you would like to solicit for donations:

- **Your inner circle:** family and loved ones
- **Your middle circle:** friends, colleagues, extended family
- **Your outer circle:** friends of friends and acquaintances

Don't hesitate to solicit donations from your middle and outer circles as the date of the challenge approaches (see the table below as an example).

June 1 to 17, 2022

Set three challenges related to your physical, mental, and collective health!

SOLICIT DONATIONS IN FOUR STEPS

	WHO?	HOW?
LAUNCH May 1 to May 20, 2022	Inner circle	Talk about it with your entourage
SOLICIT DONATIONS IN YOUR NETWORK May 20 to June 1, 2022	Inner circle	Send personalized messages (e.g., social media, email, phone call, in person, etc.)
	Middle circle	
THE FINAL STRETCH! June 1 to June 17, 2022	Inner circle	Share photos of you and your team tackling your three challenges
	Middle circle	
	Outer circle	
Come celebrate the success of your challenge in person for a day of general health and wellness activities at the Notre-Dame-de-Grâce YMCA and the Saint-Roch YMCA — June 18, 2022		
THANK YOUR NETWORK June 19 to July 1, 2022	Inner circle	Send personalized messages (e.g., phone calls, personal emails)
	Middle circle	Send personalized messages (e.g., emails, personal messages on social media)
	Outer circle	Send out a mass mailing or message (e.g., general message on social media)