

POUR A CUP, MAKE A CALL, CHANGE A LIFE

JOIN THE 3C CHALLENGE: CALLS, COFFEE, CONNECT

The 3C Challenge is a simple and meaningful way to help ensure no one is turned away from the Y due to inability to pay. As a Champion, you will make 9 calls over 3 weeks to thank donors, share impact stories, and invite continued support. You will receive a contact list or can reach out to people in your own network.



CALL: MAKE 9 CALLS OVER 3 WEEKS



COFFEE: INVITE SOMEONE TO CONNECT OVER COFFEE/TEA OR COCOA



CONNECT: SHARE STORIES THAT SHOW GIVING MAKES A DIFFERENCE

Every call helps build a stronger and more connected community. Donations raised through this campaign support financial assistance for programs such as swim lessons, childcare, and youth sports. These gifts ensure access for all, regardless of financial situation.



**CALL. COFFEE.
CONNECT.**

CHAMPION COMMITMENTS:

- » Attend one training session
- » Make 9 calls during the campaign window
- » Use the provided script or personalize your message
- » Share one story or donor note with your staff liaison
- » Return your call log at the end of the challenge

TRAININGS:

Choose from four in-persons or one virtual option



CALDWELL YMCA
MONDAY | 9/22
12:00PM



DOWNTOWN YMCA
WEDNESDAY | 9/10
5:30PM



TOMLINSON YMCA
TUESDAY | 9/23
12:30-1:30PM



WEST YMCA
TUESDAY | 9/16
12:30PM



VIRTUAL
THURSDAY | 9/18
8:00AM

CAMPAIGN CALENDAR FALL CAMPAIGN 3C CHALLENGE



CONNECTION POINTS:

Weekly updates and encouragement from your Y staff liaison

Opportunities to share stories and celebrate progress

Recognition for your impact throughout the campaign