

JOY Internal Communication Documents

JOY One pager:

You are invited to share in the

You can make JOY into more than just a word this holiday season. Embody it, embrace it, experience it, and pass it along!

JOY Day on November 28
 This day marks the beginning of our JOY season. We will be celebrating at all YMCA Calgary locations by giving out hot chocolate, spreading smiles, and raising JOY.

- All donations will be matched up to \$50,000 ensuring no child, youth, or adult is turned away.
- We will be offering bring a friend day promo on JOY day for members.
- Hot chocolate stations will be set up and equipped with tip tap machines for collecting donations.

How you can participate:

- Spread the word about JOY day.
- Sign up to volunteer at the JOY booth.
- Wear your JOY shirts.
- Share our JOY campaign video on social media.
- Donate to JOY & encourage giving.
- Learn the JOY key messages and share them with all YMCA patrons.

JOY Key Messages:

- Give JOY - A donation of any size will help open the door to someone who needs it.
- Give JOY by reducing barriers so no one is turned away.
- Help us raise \$100,000 to address the growing needs of our community.
- 1 in 4 Calgarians cannot afford a gym membership. By giving JOY, you can help level the playing field.
- JOY starts with a spark. Any amount you give will help open a door to someone who needs it.

JOY Bingo:

J O Y

Make a donation to <i>joy</i>	Wear a <i>joy</i> or holiday themed shirt to work	Share a holiday treat with a colleague
Share & repost <i>joy</i> on social media	Tell a friend about <i>joy</i>	Tell a YMCA patron about <i>joy</i>
Pin a <i>joy</i> related moment to a Spark board	Post a <i>joy</i> ful photo on the 'Just for Fun' channel	Do something <i>joy</i> ful as a team

Receive 5 Bonus Entries by signing up as a TEAM Up monthly donor for 2024! Already a TEAM Up donor? You will receive 5 bonus entries as well!

joy Bingo Instructions:

- Stamp each square that you complete.
- Write the # of rows completed in the red box.
- Submit your card to your branch GM by December 22.
- The branch with the most completed rows wins the spirit gnome!
- Complete all squares and your name will be entered into a draw for a \$100 giftcard of your choice.
- Receive 5 bonus entries by signing up to be a TEAM Up monthly donor. Scan the QR Code below to get started!
- Be honest!

of rows completed

Name: _____

- Staff
 Volunteer

Share in the *joy* of helping those who need it most.