YMCA of Tucson
Fundraising materials improved to meet increased requests for help
Background

“No child will ever be turned away because of an inability to pay.” That has been a YMCA policy mantra for over 150 years. The YMCA was created to respond to critical social needs and is based upon principles shared by all faiths. Today, YMCA unites 21 million children and adults of all ages, races, faiths, backgrounds, abilities and income levels, in over 130 countries, including 2,600 YMCAs in the United States. Each YMCA is a separate and independent 501(c)3 not-for-profit organization that is funded primarily by individual donations.

Challenge

Patty Heiden, Office Manager of a YMCA in Tucson, knows that Program Directors are under constant pressure to do more with less. With the rise in requests for YMCA’s help came the need for high-impact, cost-effective marketing and fundraising activities. With four Tucson area full-service facilities, two program centers and a resident camp, Patty says, “You have to have vivid color to compete when you have only a moment to get someone’s attention. Plus, primary colors identify and anchor our Character Values Program so we have to have the ability to support and promote that.”

Solution

YMCA of Tucson has been a member of the Xerox FreeColorPrinters Program for over eight years now. “FreeColorPrinters has really helped us get noticed by and connected with donors and volunteers quickly and cost-effectively.” Patty goes on to say, “We’ve saved thousands of dollars over time by bringing our printing in-house. We don’t have to worry about minimum print run quantities or four-color proofs and we can tailor our materials exactly to our needs by inserting our own photos and content into documents on the spot in quick order. This gives us the ability to test market new programs before doing a major launch. If I need an additional free color printer, I just call the 800 number and talk to a FreeColorPrinters specialist.”

As a member of the Xerox FreeColorPrinters Referral Affiliate Program, Patty says, “We cut our supply costs further by simply referring other organizations that qualify for and join the FreeColorPrinters program. For each new member we referred, we got a credit to use toward Xerox supply purchases. It’s a great program all the way around for non-profit organizations. Everyone should have at least one Phaser® 8560.”

Industry: Non-Profit

Challenge

- Continuously fund four YMCA of Tucson full service facilities, two program centers, and a resident camp.
- Requests for help are increasing, yet resources for responding to requests are limited.
- Marketing effectiveness must improve, while reduce printing costs must be reduced.

Solution

FreeColorPrinters enables YMCA to:
- Create customized, attention-getting materials.
- Manage costs more effectively.
- Obtain additional free printers.
- Fund supply budget with credits earned through FCP Referral program.

Benefits

- Vivid color gets noticed and makes an impact on donors.
- Bringing printing in-house dramatically cuts printing costs.
- Printing is customized easily and conveniently.
- Money is saved.
- No contract or lease is required.

About Xerox FreeColorPrinters

Over 30,000 non-profits and religious organizations participate in the Xerox FreeColorPrinters program. To find out if you qualify visit www.freecolorprinters.xerox.com or call 1-866-890-2168. When applying enter code: 759776.

Visit www.tucsonymca.org for more information on membership, how to make a donation, and programs available.