



April 10, 2015

Dear Fellow CEO's:

You should have received a letter from me a few weeks ago announcing our 2nd annual YMCA Advocacy Week to be held at all PA Y's from August 3 – 7, 2015. We are no longer traveling to Harrisburg to meet with our elected officials, instead, at their request, we are inviting them to visit our Ys and to not only tell them about the important work that we do, but **SHOW THEM**.

Our first Advocacy Week was extremely well received by the elected officials who attended and the Ys who participated were very pleased with the outcome of this event. In 2014, we had 21 Ys plan an activity or activities at more than 50 branches. We want to see how we can help this event to grow to 100% participation of Y's in the Commonwealth.

We promised you a "toolkit" and **HERE IT IS**. This toolkit provides you with a sample itinerary, invitation letter to your elected officials, media invitation, press release, talking points, suggested activities and handout items and the community benefits worksheet. These are being provided to simply "jump start" your creative juices. You can implement any of our suggestions or you can create your own! What is important is that you join in! Invite your U.S. Senators and Members of Congress, State Senators, State Representatives, County and Municipal Officials, School Board members, etc., and let them see how your Y is "living the cause" and strengthening the foundations of the community.

Please plan to participate in this week. There is truly no better way for our elected officials to see the Y in action than to get them in our doors. Please complete the enclosed participation post card and let us know some of the exciting things you will be doing during this week, **return it to us by May 15**. If we don't hear from you, a member of our committee will reach out to you to discuss this very important event. If you are unable to do the week of August 3-7, please schedule a week that works better for you and your Y and let us know when and what you will be doing when you complete and return your participation post card. If you have any questions, please feel free to contact me at (610)378-4742 or via e-mail at kjohnson@ymca-berkscounty.org or David John at (717) 805-1300 or via e-mail at david.john.jr123@gmail.com.

Thank you.

Sincerely,

Kim Johnson
Advocacy Week Committee Chairman

YMCA OF READING & BERKS COUNTY
631 Washington St., Reading, PA 19601
P 610 378 4700 F 610 378 4702
WWW.YMCA-BERKSCOUNTY.ORG