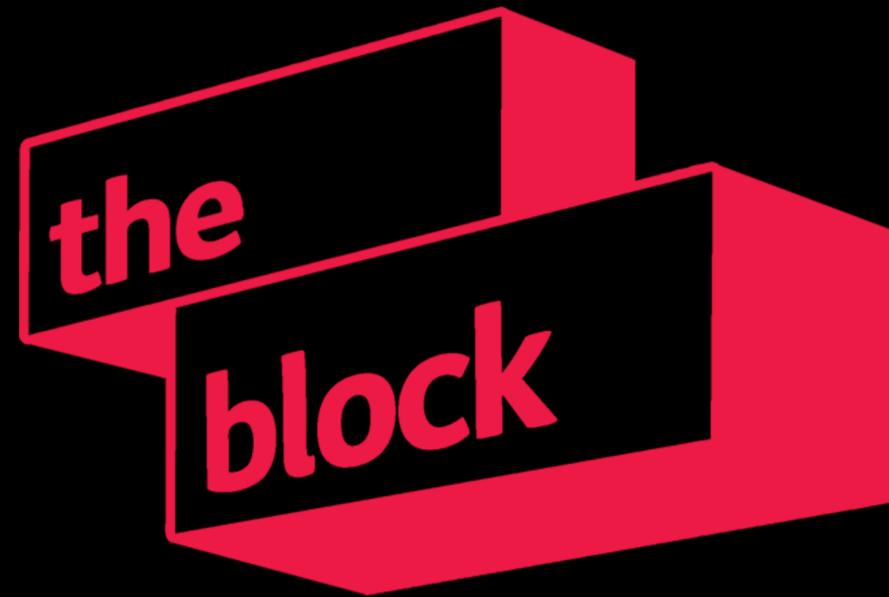


Canon

YMCA

Here for young people
Here for communities
Here for you





We aim to bring local
community together
through creativity
unity and belonging.

the
block



“I do not have to build a perfect wall today. I just have to lay a perfect block.”

RE-INFORM : **REACH-OUT** : **RETAIN**

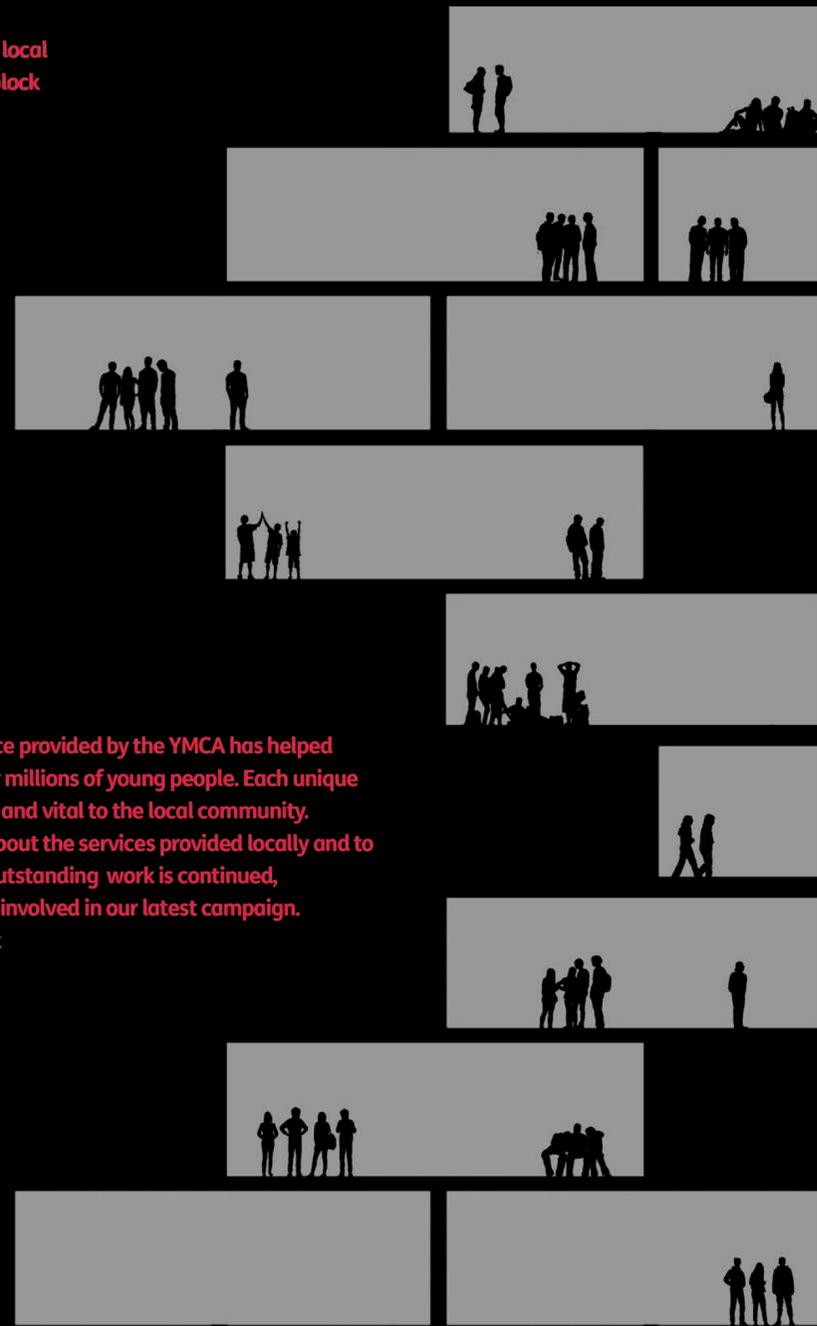
Dispel myths and educate the public on the amazing work of the YMCA

Pinpoint age & location specific members of the public, offering the opportunity to contribute to their local YMCA as a community

Increase appeal and build unity with community led activation to encourage long term engagement

CMYK location specific street posters:

Did you know your local
YMCA is only one block
away from here?



For 178 years, space provided by the YMCA has helped
to build futures for millions of young people. Each unique
space is beneficial and vital to the local community.
To find out more about the services provided locally and to
help ensure this outstanding work is continued,
scan the QR to get involved in our latest campaign.
#whatsontheblock

**Sustainably
printed posters
promoting an
innovative and
enticing
opportunity.**

YMCA | Here for young people
Here for communities
Here for you



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**We have
chosen to
expand the
YMCA
guidelines
pallet to
include this
new colour for
our campaign.**

Every block is vital to the YMCA and must continue to be supported and maintained.

Did you know your local YMCA is only one block away from here?

YMCA

Your block

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We want the local public to feel proud to be a part of seeing and feeling the benefits of community led projects.

One block, your block, every block together

Benjamin Mckay
197b Fortune lane
London
EC1A 6TY

Dear Ben,

Did you know that your local YMCA on Whitecross Street, helps over 600 young people make the transition from homelessness to independence every year? Many of us don't know the extent of what the YMCA provides, not just locally but worldwide.

'The Block' aims to celebrate and maintain the invaluable work of the YMCA so we can ensure that all young people in our community have the opportunity to belong, contribute and thrive. Today, we invite you to take your part in building futures one brick at a time.

How? Scan the QR code below or go to our site. To show your support, we ask you to donate as little as a £3 single payment which will go directly to your local YMCA. Other donating options include monthly direct debit or joining payroll giving. Once you have laid your foundation support, you are invited to contribute to our community art installation at Whitecross Street.

Use our online brick builder tool to add your name or dedication to a brick sticker from the comfort of your home. Design your brick sticker using your design or the cool street artist templates provided!

Head to the digital wall and lay your brick with other local YMCA donators.

We then print and send your designs to you (on sustainable sticky paper). You can keep them or head to Whitecross Street to 'stick a brick' on our dedicated supporters' wall.

Best wishes,

Charlie W.P (The Whitecross Street YMCA team)



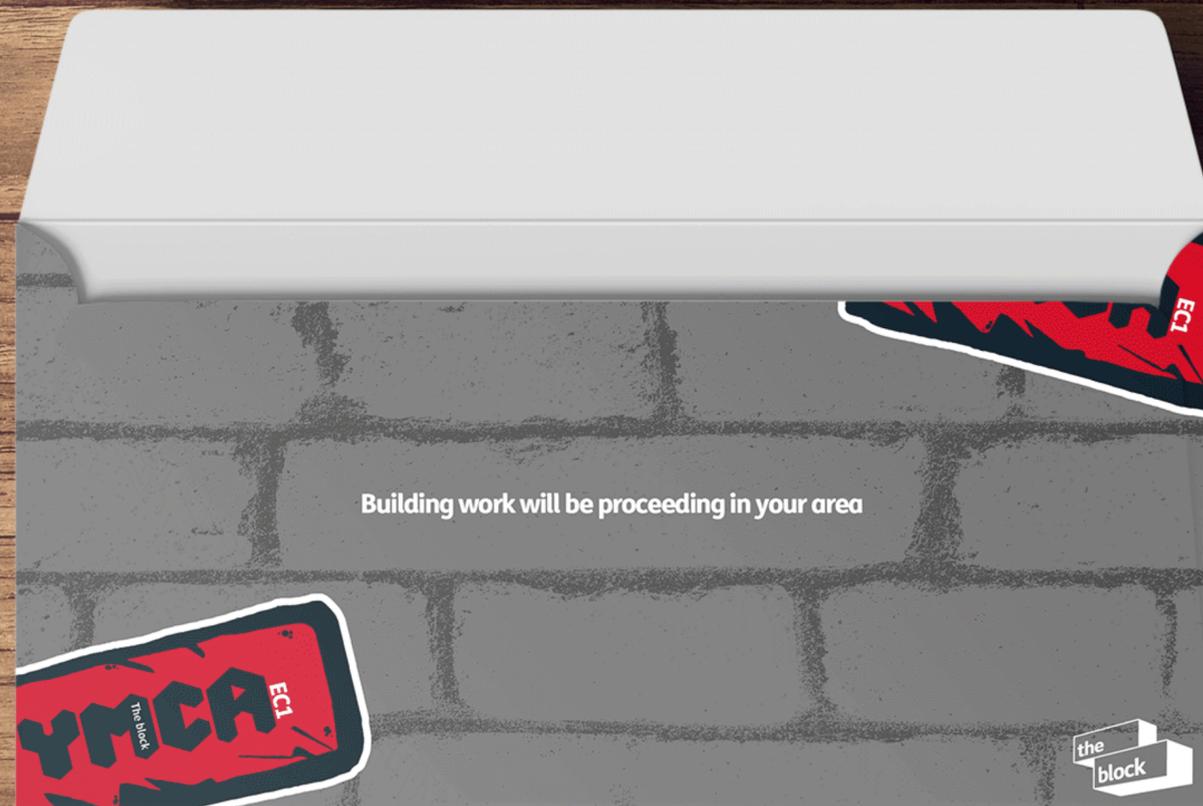
YMCA

Here for young people
Here for communities
Here for you



City YMCA London
167 Whitecross St,
London EC1A 9JT

Data driven, location specific letter drops within 1 or 2 blocks from the centre.



Our call to action includes a fun, creative way to take part. A great value for money outcome, to interest potential donors and inspire creativity.

Personalised location specific letter drop:

One block, your block, every block together

Benjamin Mckay
197b Fortune lane
London
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Charlie W.P (The Whitecross Street YMCA team)

YMCA

Here for young people
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Here for you



City YMCA London
167 Whitecross St,
London EC1A 9JT



DONATE

Scan the QR to donate then follow the link to The block site.

Click the design a brick icon

Make your own brick sticker design or personalise one from a template. You can add a name (or dedication) and change colour/font/texture

Add your design to the digital wall

We print your artwork and send you your bespoke stickers by post

WE ♥ STICKERS!

Whitecross Street EC1

Head to Whitecross Street...



Help fill the art board installation with your contribution to the project

Location specific letters mailed out to residents living in the area 'A block away' from their local YMCA. The front page details the call to action with information on how to get involved, gifted with a free area specific designed sticker to peel off right away. The envelope, paper and stickers to be printed using sustainable materials.

The back page shows a clear broken down journey map of the process once initial donation has been placed.

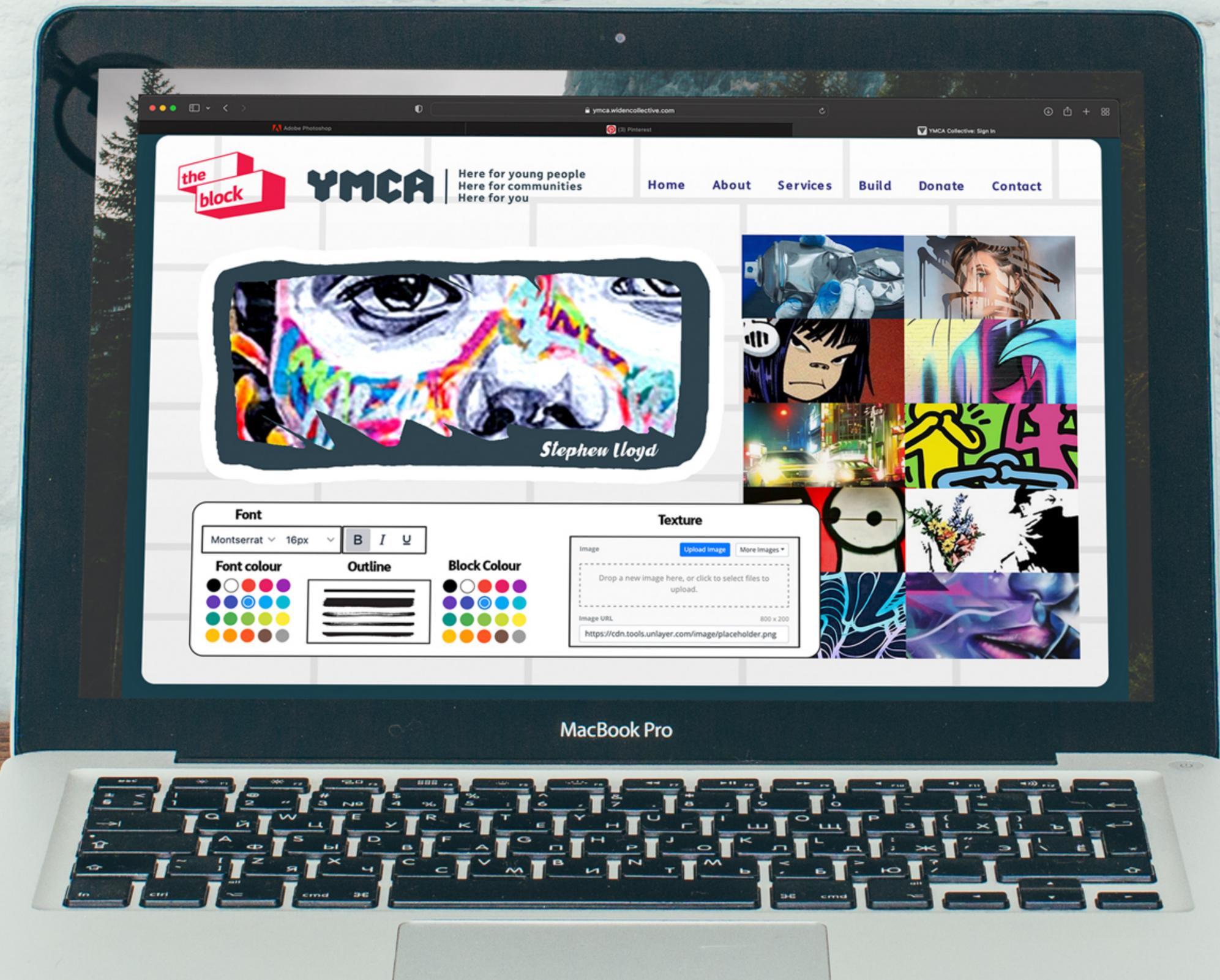




The QR code in the letters takes you to our home page where you can make a donation, find out more about your local YMCA and its heritage, before clicking to build your block.

The 'Build a block' tool is designed to engage our audience, inspire creativity and add an extended element of personalisation that allows donators to customise their own stickers with cool street art that represents the local area.

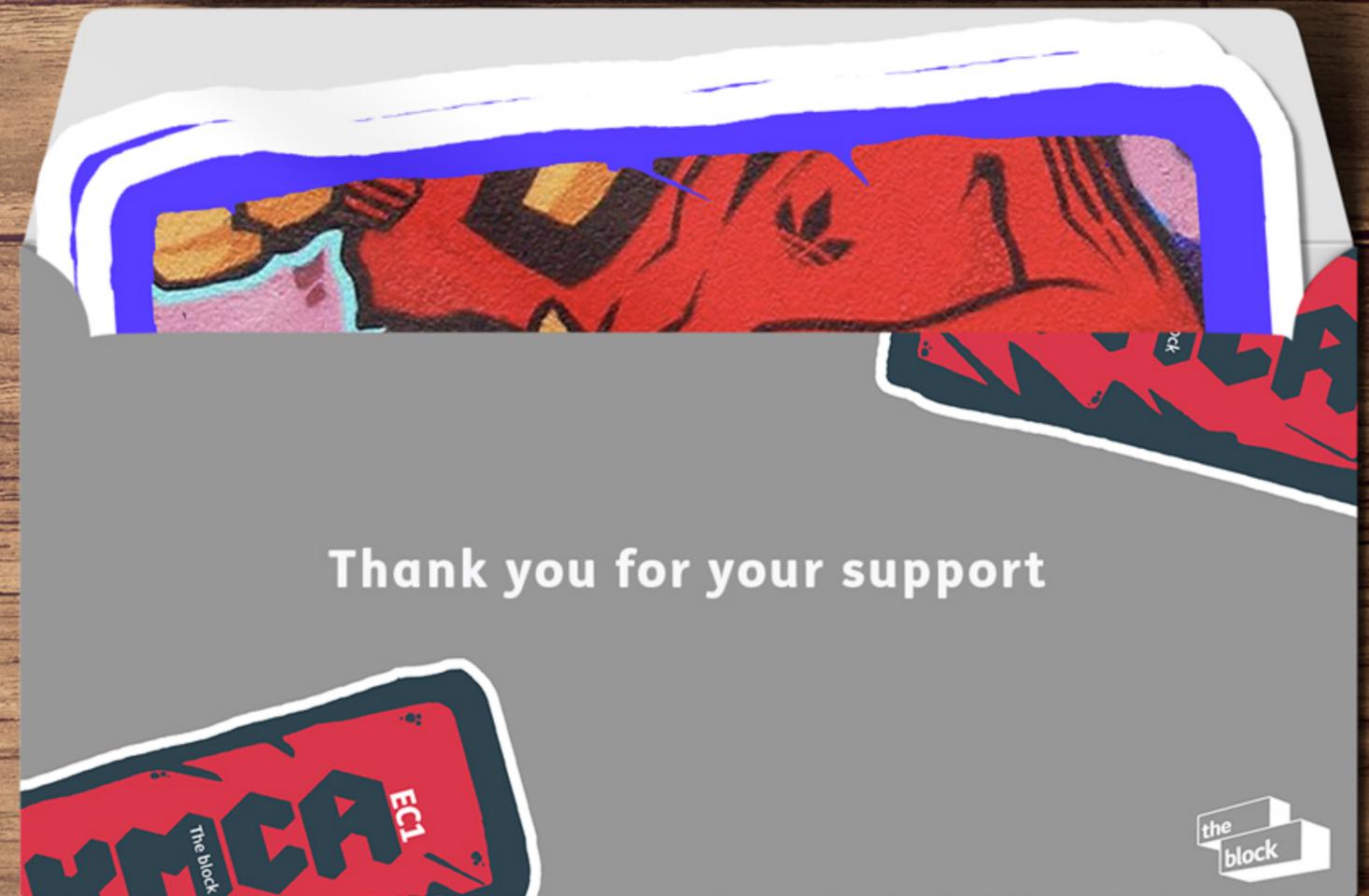
Freedom to create a block with your own design or using a template. You can add your own name or dedicate your block to someone else. With multi colour and font options for maximum personalisation.



Custom sticker designs sent to donators printed on sustainable sticky paper along with a newsletter.



They are free to keep them at home but encouraged to come to the dedicated supporters wall 'brixtickup' and build up the blocks as a community showing visual support.



Summer led campaign activation supporting 'out of season' donations.

that your local YMCA is only one block away from here?

YMCA

Your block

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We hope these events will help donors feel a part of and engage in a longer relationship with the charity.

YMCA

Here for young people
Here for communities
Here for you



27th JULY 10-6

City YMCA London

STREET FOOD
LIVE STREET ART

UNITY DAY &
STREET PARTY

VOLUNTEER LED
WORKSHOPS

DJ'S

SUPPORTERS
WALL BRIXTICKUP

Come and join us on the 27th July for our Unity Day Street Party!
Learn more about the work we do for our community.
Have fun, take part, meet other locals and feel part of something special.

City YMCA London
167 Whitecross St,
London EC1A 9JT

Celebrating the heritage, bringing community together and spreading unity.

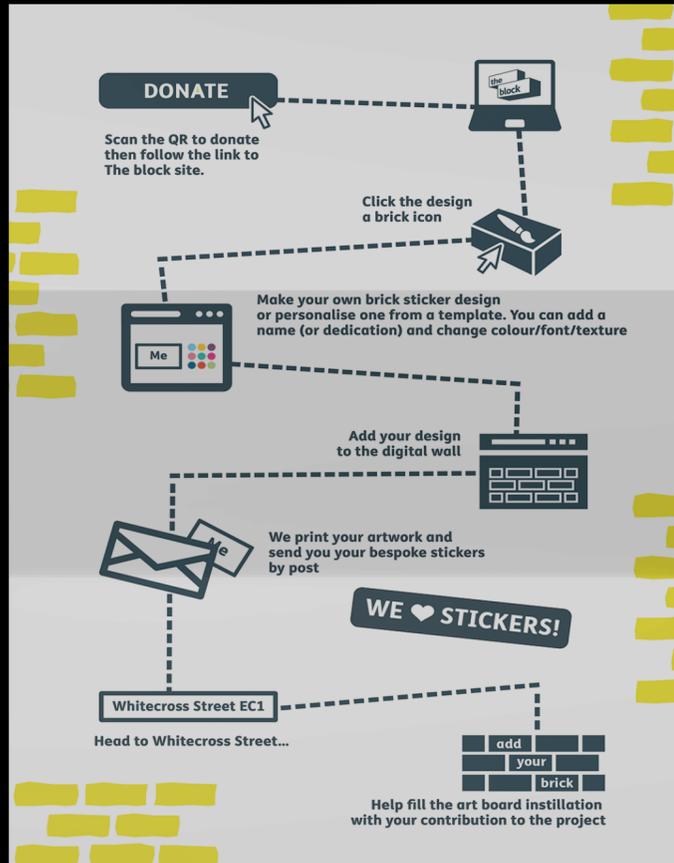
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YMCA

Here for young people
Here for communities
Here for you





One brick, your brick, every brick together

YMCA
Here for young people
Here for communities
Here for you

the block
International House,
Broad St Pl,
Both BA1 5LH

Will Murray
32 Kelston Road
Bath
BA1 9AD

Dear Will,

Did you know that your local YMCA on Whitecross Street, helps over 600 young people make the transition from homelessness to independence every year? Many of us don't know the extent of what the YMCA provides, not just locally but worldwide.

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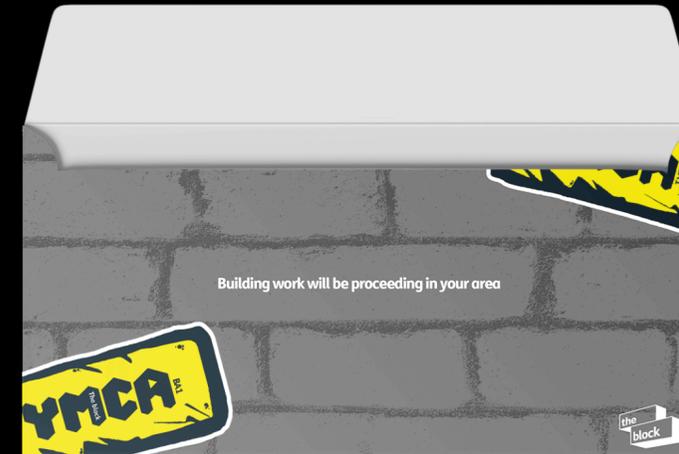
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Best wishes,
Charlie W.P (The YMCA Bath team)

YMCA
Here for young people
Here for communities
Here for you

the block

peel



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The campaign is easily adaptable to different areas/YMCA centres. This example shows a variation for YMCA Bath, using the city's staple yellow bricks to localise the design visually as well as the information adjustments.

YMCA



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Best wishes,

The Whitecross Street YMCA team

One brick, your brick, every brick together

Donate Now



YMCA enables people to develop their full potential in mind, body and spirit. Inspired by and faithful to our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.

Any questions?
If you need to get in touch for any reason, our small and committed Supporter Services team is always ready to help you.

Call: 020 7186 9518

Email: supporterservices@ymca.org.uk

Write to us at: Supporter Services, YMCA England & Wales, 10-11 Charterhouse Square, London EC1M 6EH

Preferences | Unsubscribe | View in browser

Using data and statistical research to identify local email addresses for public and businesses. We send personal email invitations to participate.

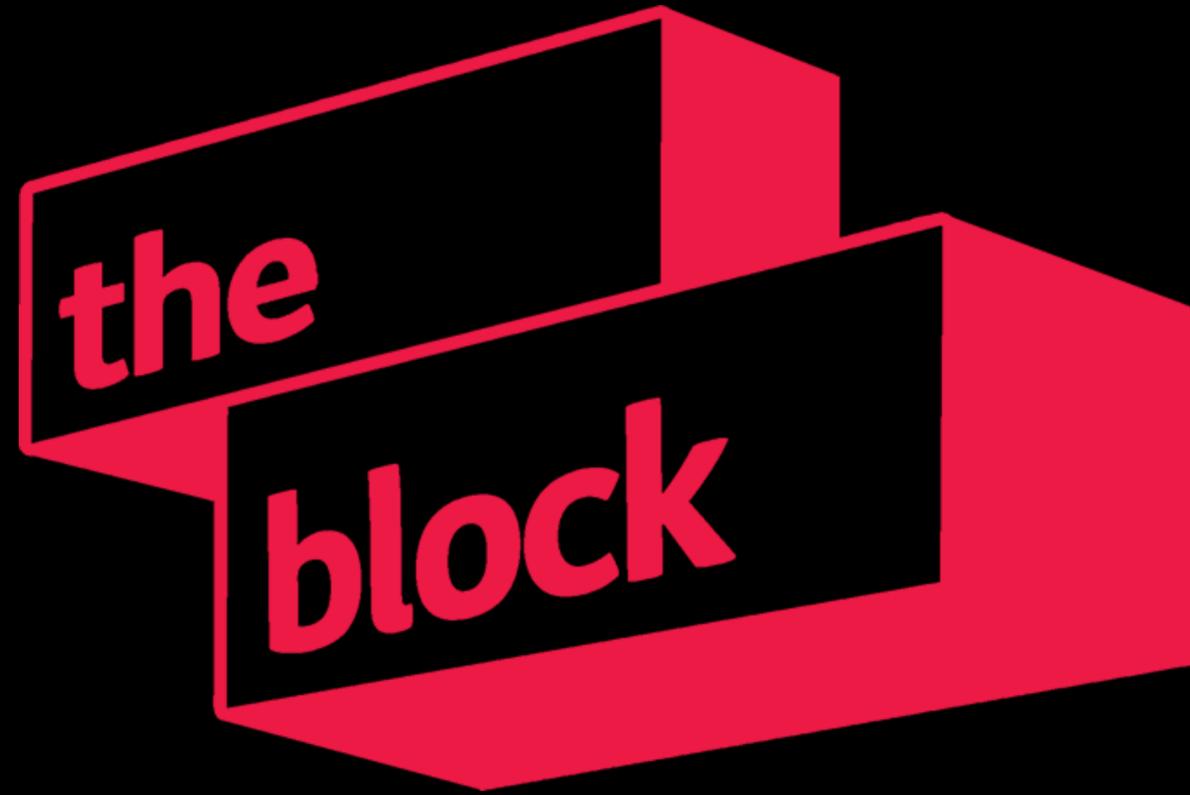


People aged over 65 are more likely to engage in charitable activities (65% donate money to charity) although around half the adult population across other age ranges also donate (49% of 16-24 years; 53% of 25 – 44 years; and 59% of 45 – 64 years)

[Charities Aid Foundation UK Giving Report](#)

**Young people like to take part in challenge events for causes they support.
Ensure that you have the right technology to make it easy for them to participate as volunteers.**

tva.org



Thank you for taking a look at our ideas.