



Y-KNOT Join the Movement?

***Empowering Youth. Building Futures.
One Member at a Time.***



Visit Our Website

<https://www.yknotinc.org>





Who we are

Y-KNOT is a non-profit volunteer-driven community support group providing mentoring programs for middle and high school youth in the Washington, D.C. metropolitan area. The program is designed out of a direct need for the growing number of youth that are struggling in school, facing social issues or heavily entangled in the juvenile court system. Y-KNOT believes that all youth deserve to be supported and nurtured as they mature into adulthood.

Executive Director



Regina Gibbons

Vision & Mission



Company Vision

We aim to mitigate the ambiguity in the minds of the youth by providing constructive mentorship and strive to engrave a positive attitude in their personalities where instead of saying "WHY" to an opportunity, they can blatantly say "Y-KNOT."



Company Mission

The mission of Y-KNOT Inc. is to empower and inspire youth from a holistic perspective by igniting their thirst for knowledge, nurturing their innovative ideas, creating opportunities and teaching lifelong enduring lessons, enabling them to embark on fulfilling and prosperous lives.

Y-KNOT Inc. Membership Campaign

A comprehensive Membership Campaign plan for Y-KNOT Inc., designed to empower youth and communities while making membership accessible and impactful. Our campaign features three monthly tiers and an annual option, each tailored to align with our mission and provide meaningful benefits to our members.



Supporter Level – \$5/month or \$50/year

Ideal for: Individuals who want to show consistent support on a budget.

Benefits:

- **Digital** “Proud Y-KNOT Inc. Supporter” badge
- **Quarterly** impact newsletter with stories, updates, and youth highlights
- **Invitation** to one annual member-only virtual event
- **Discount** on Y-KNOT merchandise (10%)



Advocate Level – \$10/month or \$100/year



Ideal for: Community advocates who want to be more involved.

Benefits (includes Supporter perks, plus):

- Name recognition on the Y-KNOT website's "Champions Circle"
- Early access to program enrollment or event registration
- Exclusive member magnet or pin mailed annually
- Invitation to two member-only virtual events per year

Community Champion Level – \$15/month or \$150/year

Ideal for: Dedicated supporters passionate about long-term impact.

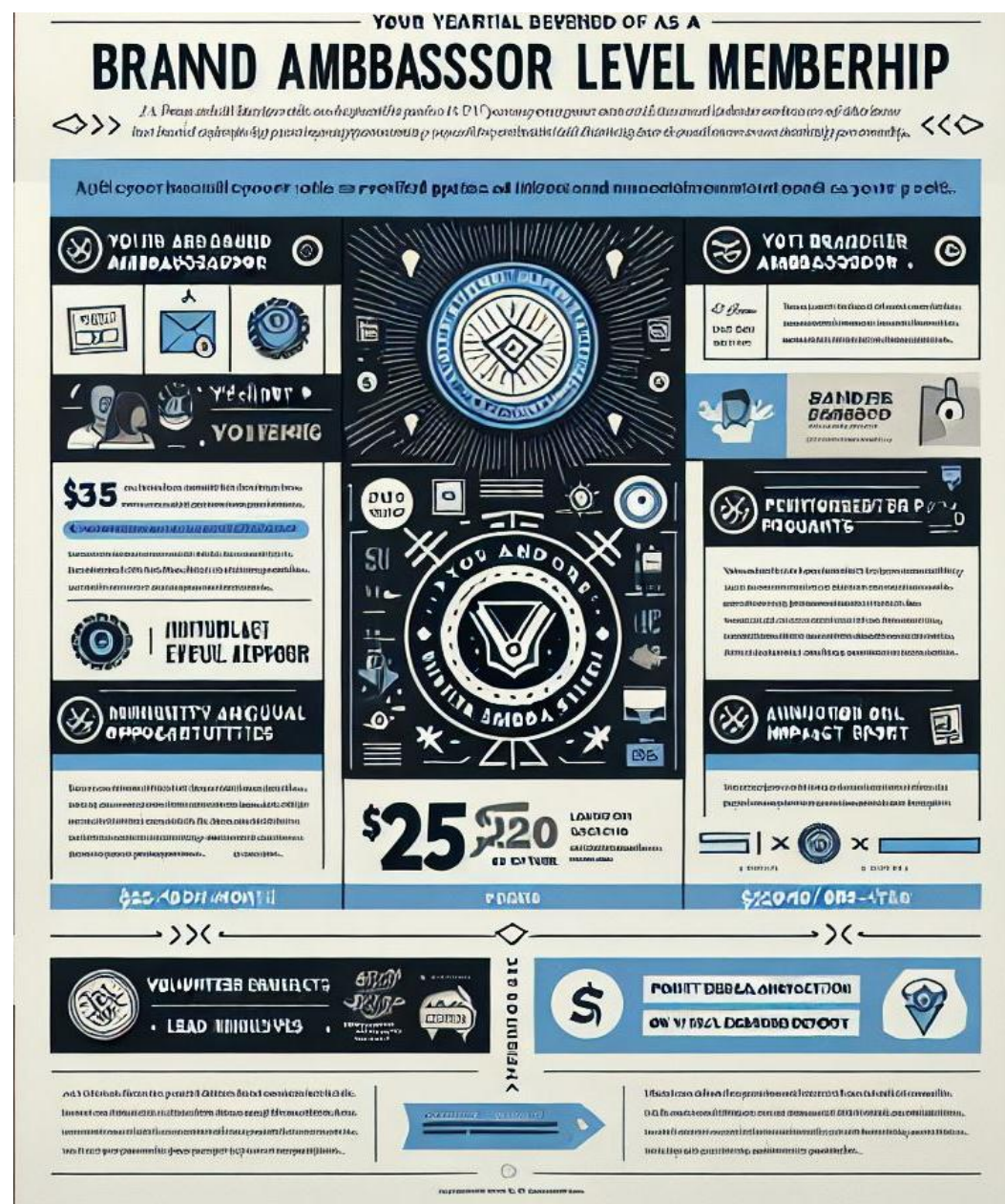
Benefits (includes all previous perks, plus):

- Personalized thank-you video from a Y-KNOT youth or team member
- Priority access to volunteer opportunities and mentorship programs
- Invitation to annual VIP donor/membership appreciation event
- 15% discount on Y-KNOT events and merchandise
- Printed annual impact report mailed to your home



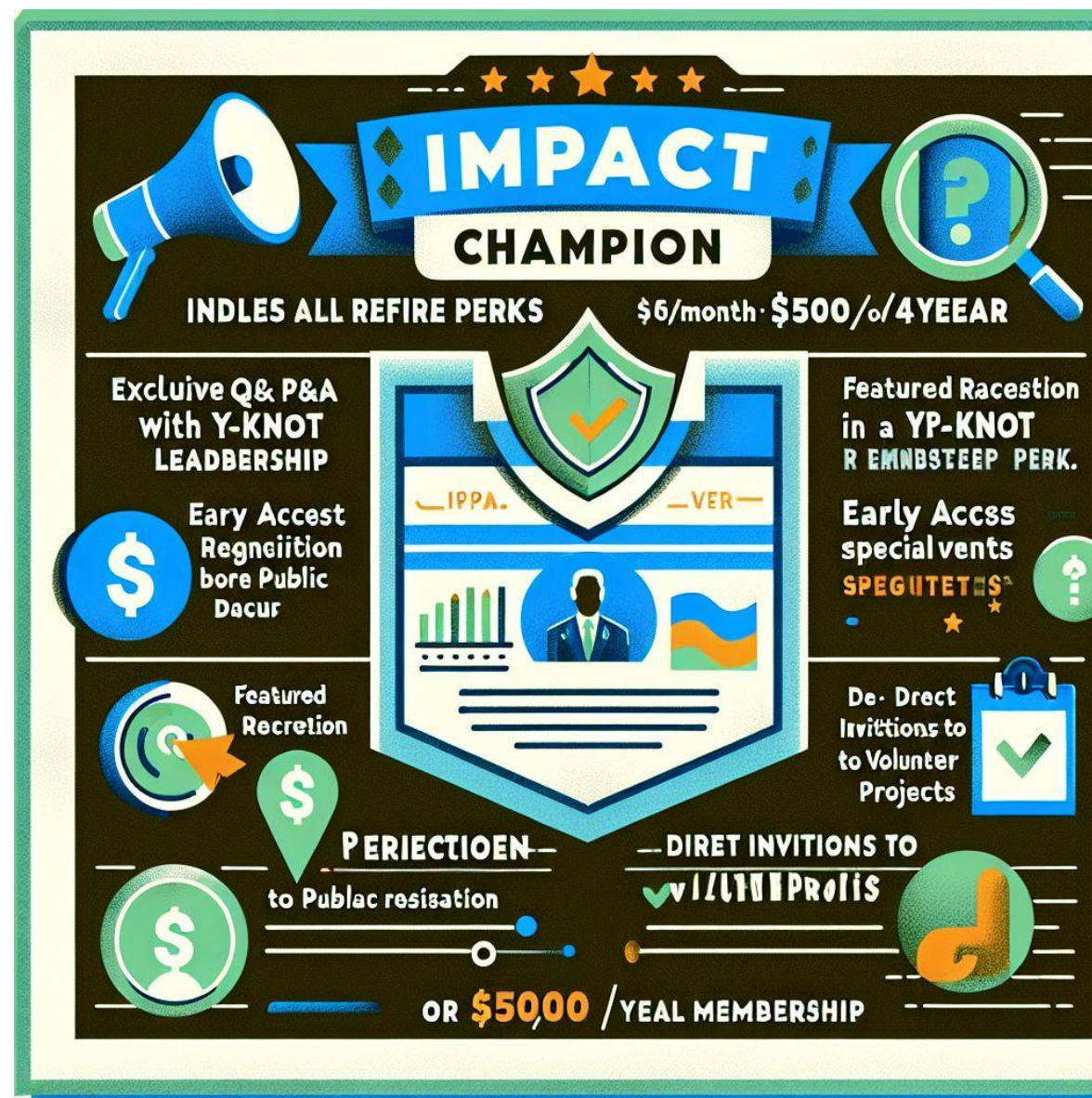
Brand Ambassador Level – \$25/month or \$250/year

Ideal for: Dedicated supporters passionate about long-term impact and actively promoting Y-KNOT's mission.
Exclusive Benefits (Includes all previous perks, plus):



- **VIP recognition** as a Y-KNOT Brand Ambassador in newsletters, events, and social media
- **Priority access** to volunteer opportunities, mentorship programs, and leadership initiatives
- **Invitation to exclusive Ambassador-only networking events**—connect with fellow changemakers 🗺️👤
- **20% discount** on Y-KNOT events and merchandise (boosting previous benefit!)
- **Printed annual impact report** mailed directly with a personalized letter from Y-KNOT leadership

Impact Champion Level – \$50/month or \$500/year



Ideal for: Engaged supporters who want hands-on involvement in Y-KNOT initiatives.

Exclusive Benefits (Includes all previous perks, plus):

- **Exclusive virtual Q&A with Y-KNOT leadership—** get behind-the-scenes insights
- **Featured recognition in Y-KNOT newsletters—** showcasing their impact
- **Early access to special events** before public registration
- **Direct invitations to unique volunteer projects**

**Legacy Builder – \$75/month
or \$750/year**

Ideal for: Passionate advocates helping to shape Y-KNOT's future, investing in long-term growth.

Exclusive Benefits (Includes all previous perks, plus):

- **Recognition as a Legacy Builder** at major Y-KNOT events and gatherings
- **Exclusive mentorship opportunities**—guiding Y-KNOT youth and emerging leaders
- **Access to special leadership workshops** to develop skills and influence change
- **Premium Y-KNOT swag item** exclusive to Legacy Builders



Visionary Circle Level – \$100/month or \$1000/year



Ideal for: Influential champions who drive meaningful change and embody Y-KNOT's mission at the highest level.

Exclusive Benefits (Includes all previous perks, plus):

- **Exclusive one-on-one strategy session** with Y-KNOT leadership to shape initiatives
- **Recognition as a Legacy Leader** in major Y-KNOT publications, social media, and events
- **Private networking opportunities** with fellow changemakers and Y-KNOT partners
- **Commemorative plaque** honoring their contributions
- **Complimentary VIP access** to all Y-KNOT flagship events
- **Custom Y-KNOT merchandise** designed exclusively for Legacy Leaders
- **Personalized annual impact report** featuring highlights of their direct contributions

Y-KNOT Founder Circle – \$1,000/month or \$10,000/year



Ideal for: Visionaries and philanthropic leaders committed to long-term transformation.

Exclusive Benefits (Includes all previous perks, plus):

- **Lifetime recognition** as a Y-KNOT Founders Circle member, featured prominently on the website and major publications
- **Private strategy session** with Y-KNOT leadership to influence program direction
- **Personalized engraved award** commemorating their lasting impact
- **VIP access to every Y-KNOT event**—complimentary tickets, priority seating, and behind-the-scenes experiences
- **Exclusive mastermind gatherings** with top leaders and changemakers
- **Custom Y-KNOT Founders Circle gift package**—premium, limited-edition merchandise



Mix-and-Match Scenarios to Reach \$1,000

"As board members, we each play a vital role in the success of this campaign. Our collective goal is to raise at least \$1,000 during the month of August. This slide outlines several flexible scenarios to help us get there.

You'll see a variety of combinations—some focus on recruiting many supporters at the \$50 level, while others rely on fewer, higher-tier memberships like Brand Ambassador or Visionary Circle. This gives each of us the freedom to tailor our outreach based on our networks.

We're encouraging every board member to contribute personally at a level they're comfortable with and to aim for 4 to 6 new members. Whether you're reaching out to friends, colleagues, or community partners, there's a tier that fits.

We'll also be tracking progress weekly and celebrating milestones along the way. Let's use this as a roadmap and support each other in reaching—and hopefully exceeding—our goal."



Mix-and-Match Scenarios to Reach \$1,000

Scenario	Membership Combinations	Total
Scenario A: Broad Base	10 × Supporter (\$50/year) = \$500 5 × Advocate (\$100/year) = \$500	\$1,000.00
Scenario B: Mid-Level Focus	4 × Community Champion (\$150/year) = \$600 2 × Advocate (\$100/year) = \$200 4 × Supporter (\$50/year) = \$200	\$1,000.00
Scenario C: High Impact	2 × Brand Ambassador (\$250/year) = \$500 1 × Impact Champion (\$500/year) = \$500	\$1,000.00
Scenario D: One Big Ask	1 × Visionary Circle (\$1,000/year)	\$1,000.00
Scenario E: Balanced Mix	1 × Legacy Builder (\$750/year) 1 × Advocate (\$100/year) 3 × Supporter (\$50/year) = \$150	\$1,000.00

Contact Information



301-839-9668

www.yknotinc.org

info@yknotinc.org

