



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

AMPLIFY YOUR MESSAGE

Peer to Peer Online Fundraising

The YMCA of Central Florida's online peer to peer fundraising platform through Classy is an additional tool for directly and personally engaging your potential supporters. If used properly, it can help you connect with prospects and donors more effectively by creating a relevant platform for you to share your story and invite support for a cause you are passionate about.

Some Quick Tips

Always start with the people in your life who are most likely to support your cause. We will call these people your "Top Prospects". So who is a top prospect? They are:

1. People who are close to you, support you and who are able to give.
2. People you know who care deeply about the YMCA and are able to give.

Personal Fundraising Page Story Samples

Sample 1

Invest in the future of our community today!

Help me support the _____ (Insert Family Center)'s Annual Campaign! For the better part of xx years the YMCA helped shape who I am today. Now I am fortunate enough to help volunteer and help with the fundraising campaign in 2023. I appreciate you taking the time to listen to my story.

I love the ____ YMCA because it serves so many different people in so many different ways. For example, did you know the ____ YMCA (insert something about your local YMCA that you are proud of or see as a big support in your local community)?

Thank you so much for supporting me as I raise support for the ____ YMCA. Your investment in our community means so much to me. Join the fun of supporting a great cause!

Sample 2

I am raising support for a cause that is very important to me, the ____ YMCA. I invite you to join me in supporting this cause by making a gift today.

I support the ____ YMCA because it is strengthening our community through developing strong children and teens, improving the health of families, and encouraging social responsibility. The ____ YMCA has impacted my own life by (insert personal story here: i.e. being a safe and encouraging place for my kids to be after school).

I hope you will join me in strengthening our community by making a gift yourself.

Once you have your personal fundraising page setup, you can share the link with your friend, family and colleagues through email or social media channels. Here are some great tips and examples for the use of both vehicles.

Email Tips

There is no perfect formula for writing an email asking family and friends for donations, but here are some best practices to guide you.

Writing to your closest contacts:

- You know your closest contacts better than anyone does. Don't feel like you have to stick to a predefined formula.
- If a one-line message is going to work, go ahead and do that. If a longer personal message will work best, do that.
- Just make sure you include a direct request for support and link to your fundraising page at the end of the message.

Writing a general email:

- Start by explaining your connecting to the cause and why it's important to you. Describing how the cause has impacted your life is probably the most important element of the message.
- In a sentence or two, explain the good work the YMCA is doing. This helps potential supporters understand where their money is going and what it would be used to accomplish.
- Be clear to supporters about what you are looking for. Make a direct ask for support.
- Include a link to your fundraising page.
- Thank your contacts for their time and support.
- *Don't forget to include the link to your Classy fundraising page!*

Fundraising Email Templates

Sample 1

Subject line: I am counting on you [short and compelling, avoid CAPS and exclamations]:

Dear [insert name],

You might have heard that I'm fundraising to for the _____ YMCA's Annual Campaign. This cause is very important to me because [supply a personal reason that appeals to the reader's emotions]. I'm encouraged by the support I've already received, but I still need help reaching my fundraising goal of [insert dollar amount]. Would you be willing to contribute to help me reach my goal? A gift of any amount would mean the world to me.

To donate, simply click the link to my fundraiser below: [Insert link to your personal page]. It would also mean a lot if you could share my fundraiser link on social media. The more exposure I get, the faster I will reach my fundraising goal. I'd love to talk to you in person about my fundraiser, so please don't hesitate to reach out.

Sincerely,

[Your name]

[Your contact info]

Sample 2

Subject line: Only [insert days] to help me reach my fundraising goal

Dear [insert name],

I only have [number] days to finish fundraising for the Y's Annual Campaign. If only [insert number] of people donated [insert dollar amount] to my fundraiser, I would [be able to meet my fundraising goal/make significant progress toward my fundraising goal]. Would you be able to help make this a reality? To donate, just click the link to my fundraising page below: [Insert link to fundraiser] It would also really help if you could share my fundraiser link with everyone you know. The more eyes on my fundraiser, the better! I appreciate all of your support! I wouldn't be able to accomplish [fundraising goal] without your help.

Sincerely,

[Your name]

[Your contact info]

Sample 3

Be bold and ask for support! Remember: A top prospect should always receive personalized and individual messages. Don't send a mass email to a top prospect.

Subject Line: I Need Your Help to Strengthen Our Community

Dear Sue,

I hope this message finds you well. I am raising support for a cause that is very important to me, the ____ YMCA. I want to invite you to join me in supporting this cause by making a gift. I support the ____ YMCA because it is strengthening our community through developing strong children and teens, improving the health of families, and encouraging social responsibility.

The ____ YMCA has impacted my own life by (insert personal story here: I.e. being a safe and encouraging place for my kids to be after school). Because I believe in the mission of the YMCA I started my fundraising campaign by making a personal donation. I now want to raise even more support by sharing this great cause with my friends and family.

Please take a couple of minutes and visit my fundraising page to learn more about the mission of the ____ YMCA. My goal is to raise \$__ by _____. In order to reach my goal, I hope to raise \$__ by the end of this week. I hope you will support this great cause and donate. I know your gift will change a life through the work of the ____ YMCA.

Warmly,

[Your name]

[Your Contact info]

Social Media Tips

Get your tag on!

Start by tagging those who have already donated and thank them for their support. When you tag someone, your post gets shared in your activity feed and the other person's activity feed. This sets the frame that people are already donating to your page.

- Set internal goals. \$200 by week one, \$400 by two weeks, etc. Use your social media accounts to update followers on your progress towards each goal and ask for people to help get you over the next hurdle.
- Don't make every post an "ask". Share inspiring stories or other positive anecdotes about the cause, too.
- Take a multimedia approach. You can share posts including many different media that will appeal to supporters and keep them engaged, including: photos, images, and graphics, videos, sound clips and links.

Social Media Post Templates

Make sure to include the link to your Classy fundraising page!

• Invitation:

This year, I'm supporting the _____ (Insert your Family Center's Name) as part of their Annual Giving Campaign. A gift of \$150 provides a child right here in _____ with a week of exciting activities and character development in YMCA Summer Day Camp. Make an impact in our community – donate today at [INSERT YOUR FUNDRAISING PAGE LINK]
#ForaBetterUs #BeWHY

• Fundraising update:

Just ___ week(s) left until the end of the Annual Giving Campaign! So far, I've raised \$___ for the _____ YMCA. I'm challenging myself and asking you—my family and friends—to support my efforts by making a donation to invest in the future of our community. Will you help me reach my fundraising goal? [INSERT YOUR FUNDRAISING PAGE LINK]

• Fundraising goal met:

Thank you to my friends and family for all of your support! Together we raised \$___ for the Annual Giving Campaign. Every dollar raised will be utilized to meet the greatest needs of our community and our YMCA. Still want to show your support? You can donate at [INSERT YOUR FUNDRAISING PAGE LINK].