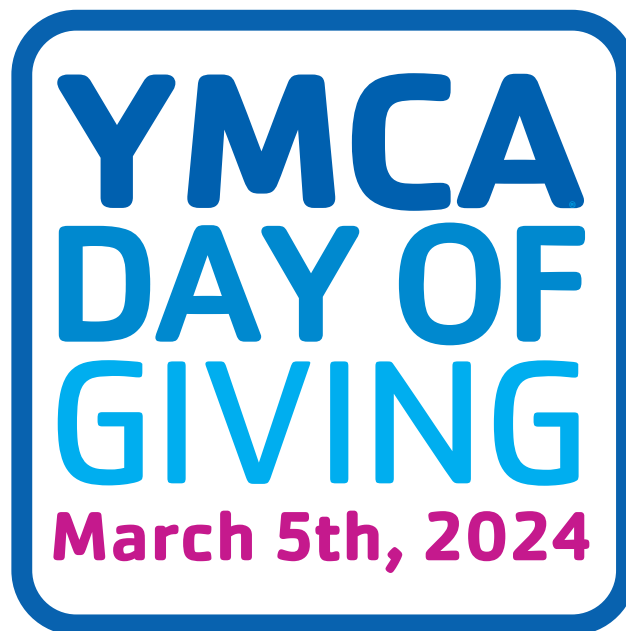




PEER-TO-PEER FUNDRAISING TOOLKIT





PEER-TO-PEER FUNDRAISING TOOLKIT

2024 YMCA DAY OF GIVING

Our Mission

The purpose of the YMCA is to improve lives of all in Central Florida by connecting individuals, families and communities with opportunities based on Christian values that strengthen Spirit, Mind, and Body.

Purpose of the Annual Giving Campaign

As the kick-off of the Annual Giving Campaign, Day of Giving aims:

- To provide the financial resources needed to cover the cost of financial assistance and expand program opportunities to all families in need.
- To reach our fundraising goal so we can help the members of our community that need the Y the most and never have to turn anyone away to the inability to pay.
- To communicate the Mission of the Y to members, program participants, local businesses and the community at large.
- To discover and develop leadership, giving members the opportunity to become more involved and feel ownership in their YMCA.
- To continue to strengthen the visibility and image of the YMCA in every community.

About Peer-to-Peer Fundraising

Peer-to-peer fundraising is a form of social fundraising that enables you to create a personal fundraising page on behalf of the Y, to share with friends, family, and community members asking them to join your fundraising team or make a donation to help you reach your fundraising goal. (Hence “peer-to-peer”).

In the age where you can watch a movie on your phone and answer the phone on your watch, peer-to-peer fundraising creates a convenient platform for giving that has been proven to boost new donor acquisition and donor retention rates. Creating a flexible fundraising experience for the modern donor, through the organic power of networking, has never been easier. All you need is the right set of tools to take a strategic approach to helping the Y reach more people, raise more money, and bring new people to our shared cause.



PEER-TO-PEER FUNDRAISING TOOLKIT

2024 YMCA DAY OF GIVING

Create Your Peer-to-Peer Fundraising Page

1. Visit the YMCA of Central Florida Annual Giving Campaign webpage (ymcacf.org/give) by scanning the QR code below:



2. Click on **Become a Fundraiser** and choose your fundraising style from the available choices.



a. **As an Individual** – Sign up to get started right away and fundraise on your own.

b. **Join a Team** – If your family center or other Y group has already created a team, you can join them to make an even greater impact.

c. **Create a Team** – If you plan on recruiting your friends and family to set up their own fundraising pages in addition to yourself, make sure to create a team so you can all work together to meet your collective fundraising goal!

3. **Set your fundraising goal** – There is a pre-populated goal set, but you can customize that goal to whatever is right for you. Keep in mind that you can come back to edit your goal at any time. Below are some ideas of how the money you intend to raise will impact our mission:

Set your fundraising goal *

USD \$ 500.00



PEER-TO-PEER FUNDRAISING TOOLKIT

2024 YMCA DAY OF GIVING

\$5,000 could be why a class of cancer survivors gain strength and reclaim wellness through LIVESTRONG at the YMCA.

\$3,000 would send 6 teens to the Christian Values Conference at Blue Ridge.

\$1,000 helps a team of youth athletes develop confidence and learn sportsmanship together.

\$500 could be why 10 teens have the opportunity to learn to lead through YMCA Teen Leaders Club programs.

4. Set your fundraising end date to December 31st

Fundraising end date *

📅

5. Add your headline - Share a short blurb about why you are fundraising for the Y and what the funds you raise will go toward. Below is an example:

"Join Me in Supporting the [Family Center] YMCA for YMCA Day of Giving! Together, we can build a stronger, healthier community. Will you make a lasting impact with a charitable donation today?"

Your Page's Headline *

0/255

6. Upload a photo - Make your page more recognizable for your friends and family with a personal photo highlighting your Y involvement. Otherwise, you can use the default photo the Y team already has set up for you.



PEER-TO-PEER FUNDRAISING TOOLKIT

2024 YMCA DAY OF GIVING

Tell Your Y Story

People love giving to people they know and they love learning about your philanthropic efforts in our community.

Adding personal touches to your fundraising page, like why you're fundraising, your connection to the Y, and personal photos and stories, helps your friends and family connect more with our mission. Your personal supporters will feel more compelled to give because they understand your unique relationship to our cause and what our organization means to you. So don't forget to personalize your page to reflect your reason for fundraising and share updates as your progress grows!

PRO TIP: Be the first to donate to your fundraising page to show how dedicated you are to the Y's mission. You're bubbling up your own progress bar and removing any fear of donors being the first to "join the party"!

Key Message

Below is a key message that can help you share with your friends and family if they ever ask what our organization does in the community.

"What's unique about the YMCA is that we do not turn anyone away because of an inability to pay program or membership fees. Annual Giving Campaign Dollars help make our financial assistance program possible. Programs like Afterschool Child Care, Summer Day Camp, Swimming Lessons and YMCA memberships are important for everyone! Every day we take on challenges that will shape our community's future—challenges like the academic achievement gap, childhood obesity and the health challenges of our post COVID world. We have an extraordinary opportunity to ensure a brighter future for [city/area]—but we must take action today, and only your support will make it possible."



PEER-TO-PEER FUNDRAISING TOOLKIT

2024 YMCA DAY OF GIVING

Share the Impact of Their Gift

It's critical that you share the impact of the donations people are contributing to your fundraising page.

Try sharing gift statements like:

- A gift of \$250 could provide four senior citizens with a month of free membership
- A gift of \$100 assists a single parent with one month of After School Care
- A gift of \$75 provides a child with the opportunity to play YMCA soccer for one season.
- A gift of \$50 provides one adult with access to life saving swim lessons
- A gift of \$29 provides one teen with a month of YMCA membership and facility access.

A Personal Touch to Incentivize Giving

Entirely optional, is the opportunity to create your own challenge or organize your own activity for donors who contribute to your peer-to-peer fundraising page. Challenges and activities can further incentivize giving, make the process fun for you and your supporters, and help you build community with your network.

Activity Examples: Hosting trivia night, a potluck, or a coffee social; organizing a long bike-ride, group walk, or beach day; or giving a free training session or month of healthy meal plans to those who donate through your fundraising page.

Challenge Examples: swimming a lap in the pool for every \$10 raised for youth and adult swimming lessons, running a lap for every dollar raised to ensure everyone has access to wellness programs, or facing your fears to dive with sharks if you hit your fundraising goal.

PRO TIPS:

1. Offer an incentive that involves a favorite hobby or skill and is achievable and fun!
2. Consider offering different incentives for gifts of different levels.
3. If you offer one activity or incentive, consider restricting it to those who give a certain amount.



PEER-TO-PEER FUNDRAISING TOOLKIT

2024 YMCA DAY OF GIVING

Spread the Word

You're well on your way to fundraising success! Now it's time to spread the word and take strides toward your goal. We suggest starting by creating a list of people you plan to reach out to.

- Start with your closest inner circle – This is a great group to target for your first few donations, as they are more likely to respond to your personal outreach. It's always nice to get some quick wins in the beginning!
- Cast a wider net – Don't be afraid to look beyond your immediate connections and expand your list. Some people in your wider network may have a personal connection to our mission, and it could spark some great conversations on top of a donation towards your goal!

Email and Social Media Outreach

Email is one of the easiest and most effective ways to fundraise. This should be the first place you start in your outreach strategy. Social media can also help you reach people who fall inside and outside of your inner circle.

To make outreach even easier, take advantage of the built-in sharing options on your fundraising page for Email, Twitter, and Facebook. For other platforms, you will need to share your personal fundraising page link directly.

Examples at Your Fingertips

Amidst the busyness of life, we recognize that your decision to use your time, talent, and treasure to help raise funds to support the community through the Y is incredibly generous. To make things simpler, we have put together a collection of images and copy that can help you run a successful fundraising campaign (see page 9).



PEER-TO-PEER FUNDRAISING TOOLKIT

2024 YMCA DAY OF GIVING

Tips for Writing Email Appeals

Email is one of the easiest and most effective ways to fundraise. This should be the first place you start in your outreach strategy. There is no perfect formula for writing an email to ask family and friends for donations, but below are some best practices to help guide you.

Writing to your closest contacts:

- You know your closest contacts better than anyone. 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.
- Keep your message clear, direct, and timely! Don't be afraid to add some visual and personal elements to catch donors' attention and inspire immediate action.

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!

Email Examples

Unsure where to start? We have put together some e-mail example templates to make things a little easier. Please, tailor them to include your Y story and your passion for giving, and use language that feels authentic to you.



PEER-TO-PEER FUNDRAISING TOOLKIT

2024 YMCA DAY OF GIVING

Example 1: Initial Outreach

Subject line: Join me in supporting [Family Center] YMCA

Dear [Insert name],

I'm fundraising to for the [Family Center] YMCA and it would mean so much if you could help me reach my goal!

As a nonprofit, the Y's mission is to improve the lives of all in Central Florida by connecting individuals, families and communities with opportunities based on Christian values that strengthen Spirit, Mind, and Body. This cause is very important to me because [Supply a personal reason that appeals to the reader's emotions]. Together, we can join the Y in build a stronger, healthier community for us all. Will you join me in making donation today?

A gift of \$100 assists a single parent with one month of After School Care

A gift of \$75 provides one child with the opportunity to play YMCA soccer for one season.

A gift of \$50 provides one adult with access to life saving swim lessons

A gift of any amount would mean the world to me.

To donate, simply click the link to my fundraiser: [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]



PEER-TO-PEER FUNDRAISING TOOLKIT

2024 YMCA DAY OF GIVING

Example 2: Goal Reachable with More 5 Gifts

Subject line: [Name], Will You Help Make a Difference in Our Community at [Family Center] YMCA?

Hey [Insert Name],

I'm fundraising for [Family Center] YMCA, an organization that [Why you support our organization]. The money raised will go towards critical programs and services that help real people in our community every single day.

I'm trying to raise [\$ Fundraising Goal] by YMCA Day of Giving (March 5th). If I can inspire just five people to contribute [\$ Fundraising Goal/5] or more, I'm there.

It's really important for me to help [Family Center] YMCA because [Your unique connection to the Y's cause]. I hope you'll support me and [Family Center] YMCA by making a gift to my fundraising page below.

Please Click Here [Add Your Fundraising Page] to give.

Thanks so much for your support!

With gratitude,

[Your name] [Your contact info]



PEER-TO-PEER FUNDRAISING TOOLKIT

2024 YMCA DAY OF GIVING

Example 3: Follow-up on Initial Email

Subject line: [Name], I am still counting on your support

Hi [Insert name],

Just a quick follow-up on my last email—I'm still rallying support for the [Family Center] YMCA and I'd love your help to reach my fundraising goal!

The Y's mission to uplift our community hits close to home for me because [Share your Y story]. Together, even our smallest donations can make a big impact on our neighbors in need.

Even a little goes a long way:

- \$250 could provide 9 seniors with a month of membership.
- \$100 could support a single parent with one month of After School Care.
- \$75 could sponsor a child to play YMCA soccer for a season.
- \$50 could give an adult access to life-saving swim lessons.

Every dollar counts, seriously!

To donate, click my fundraising page here: [Insert link]. And if you could share my fundraiser on social media, that'd be awesome!

Thanks a bunch for considering!

Cheers,

[Your name] [Your contact info]



PEER-TO-PEER FUNDRAISING TOOLKIT

2024 YMCA DAY OF GIVING

Example 4: Response to “No”

Hey [Insert Name],

Totally understand, and I appreciate your consideration! Your support, in any form, means a lot. Even if donating isn't possible right now, sharing the fundraiser on social media would be a tremendous help. It spreads the word and could reach someone who's able to contribute. Thanks a bunch for considering that too!

Let me know if you have any questions or if there's anything else I can fill you in on. Your support, no matter how you show it, is awesome!

Cheers,

[Your name] [Your contact info]

Example 5: Response to “Yes”!

Hi [Insert Name],

Wow! I just saw your generous donation come through and I can't thank you enough for supporting the [Family Center] YMCA through my fundraiser.

Your donation will have a massive impact on our community, helping [Share specifics of donation amount tied to an area of impact example]. Your support also means the world to me.

Let's keep pushing forward together to create positive change! If you ever want to chat more about the cause or anything else, I'm here.

Thanks again, [Donor's Name], I'm so grateful that we are able to join forces to make a difference for a cause that matters so much in our community.

Warmest regards,

[Your Name] [Your Contact Info]



PEER-TO-PEER FUNDRAISING TOOLKIT

2024 YMCA DAY OF GIVING

Example 6: Final Push

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

Hi [Insert Name],

Exciting news—I'm close to hitting my fundraising target for [Family Center] YMCA! But, time's ticking away toward the end of Day of Giving (March 5)!

Your support can make a real difference:

- A gift of \$250 could provide 9 seniors with a month of membership
- A gift of \$100 assists a single parent with one month of After School Care
- A gift of \$75 provides one child with the opportunity to play YMCA soccer for one season.
- A gift of \$50 provides one adult with access to life saving swim lessons

Even a small gift matters! Every dollar counts toward building a stronger community.

Donate here: [Your fundraising link]. Let's make this year end on a high note together!

Thanks for being part of this journey.

Warmly,

[Your Name] [Your Contact Info]



PEER-TO-PEER FUNDRAISING TOOLKIT

2024 YMCA DAY OF GIVING

Example 7: Celebrating Success

Subject: Celebration Time! We Did It Together!

Hi [Insert Name],

I couldn't wait a moment longer to share some incredible news with you—I've hit my fundraising goal for the [Family Center] YMCA, all thanks to your amazing support!

Your generosity played a significant role in reaching this milestone. Because of your kindness and support, we've achieved something truly special together. Your contribution made a real impact on local children and families, providing them with opportunities and resources they depend on from the Y.

Words can't express how grateful I am for your belief in this cause. Your support has touched many lives, and it means everything to me.

If you ever want to chat more about the Y or anything else, I'm here. Looking forward to connecting soon and sharing more success stories in the future!

Warmest regards,
[Your Name] [Your Contact Information]



PEER-TO-PEER FUNDRAISING TOOLKIT

2024 YMCA DAY OF GIVING

Tips for Social Media

- Add your fundraiser link to your bio on all social media platforms.
- For your first post on Facebook or X (Twitter) use the shareable feature on your peer-to-peer fundraising page and add personal copy.
- For your first post on LinkedIn, you will need to make a regular post with a stand-alone image and copy and include the fundraising link.
- For your first post on Instagram, you will need to make a regular post with a stand-alone image and copy and include phrasing "link in bio".
- On Facebook and Instagram, you can "pin" your fundraiser post to the top of your timeline.
- You can also share your fundraiser link in your stories on Instagram and Facebook
- 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 smaller goals along the way. Example: \$200 by week one, \$400 by two weeks, etc.
- Post updates on your progress towards each weekly goal and ask 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 multi-channel approach. You can share different media (photos, images, and graphics, videos, sound clips and links) on different platforms and engage unique supporters who may be on one social media site and not another.
- Use Images of your past participation in Y events or at a family center.
- Use emoji's
- Share your Y story!

Social Media Post Examples

In addition to email, use social media to bolster your communication outreach. This is a great way to reach people who fall outside of your inner circle. To make this even easier, take advantage of the built-in social sharing options on your fundraising page!



PEER-TO-PEER FUNDRAISING TOOLKIT

2024 YMCA DAY OF GIVING

Example 1: Initial Post

Image: Share your peer-to-peer page directly, post a picture of yourself in a Y shirt or at a Y event, or post a video explaining your fundraiser.

Copy: Please join me in support the [Family Center] YMCA for their Day of Giving! The Y is a nonprofit that matters to me because [Share the impact that matters to you]. A gift of \$100 assists a single parent with one month of after school care. Help make an impact in our community and help me reach my goal of raising [\$ Fundraising Goal].
Donate today at [Insert Your Fundraising Page Link] #ForaBetterUs #BeWHY #ydayofgiving

Example 2: Fundraising Update – Morning Day of Giving

Image: Share your peer-to-peer page directly, post a picture of yourself in a Y shirt or at a Y event, post a personal video, or use one of the images in the toolkit.

Copy: We've already helped raise [\$ Enter Amount Raised] for community programs and services through the [Family Center] YMCA. Because of the impact the Y has had on me, I've taken on the challenge to raise [\$ Fundraising Goal] funds to help [share the impact that matters to you]. Your donation, big or small, makes a difference. Click the link in my bio to contribute before then end of #ydayofgiving and let's make a lasting impact together! #ForaBetterUs #BeWHY

Example 3: Halfway Milestone Celebration & Gratitude

Image: Share a picture of yourself in celebration of reaching the mid-way point of your goal.

Copy: I have great news! Thanks to the incredible support of so many of you, I've reached the halfway mark of my fundraising goal for the [Family Center] YMCA. But we're not done yet! With your continued generosity, we can make an even bigger impact in our community. Let's keep the momentum going—please donate and share to help us reach the finish line together!
#ForaBetterUs #BeWHY #ydayofgiving



PEER-TO-PEER FUNDRAISING TOOLKIT

2024 YMCA DAY OF GIVING

Example 4: Nurturing Young Minds

Image:



Copy:

Help shape futures and foster leaders! I'm raising funds for a cause close to my heart - providing a safe haven and quality childcare to working parents through the [Family Center] YMCA. Your donation today creates opportunities for kids to learn, grow, and become tomorrow's leaders. Let's invest in smiles, laughter, and boundless potential. Join me in making a difference! - donate today at [Insert Your Fundraising Page Link] #ForaBetterUs #BeWHY #ydayofgiving



PEER-TO-PEER FUNDRAISING TOOLKIT

2024 YMCA DAY OF GIVING

Example 5: Drowning Prevention

Image:



Copy:

Let's keep our community safe around water! I'm teaming up with the [Family Center] YMCA for #ydayofgiving to prevent drowning incidents among kids. Florida leads the nation in drowning tragedies, but together, we can change that. Help provide swim lessons and water safety education to those who need it most.

Every donation counts—let's make a difference! Click the link in my bio to support.
#WaterSafetyMatters #BeWHY



PEER-TO-PEER FUNDRAISING TOOLKIT

2024 YMCA DAY OF GIVING

Thank You for Your Volunteer Service!

Who Can You Ask for Help?

If you have questions or need any support along the way, please reach out to the Y's development team. We are eager to help and remain at your disposal!



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