FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

TIPS ON HOW TO BE A SUCCESSFUL E-CAMPAIGNER

BEST PRACTICES FOR USING SOCIAL MEDIA

- Start off with a personal statement. Tell potential donors why you're passionate about the Y.
- Keep your message short. This is especially important when posting on Facebook, long posts get overlooked.
- Use a great photo or video to support your message. Include a link to a Y Story on our YouTube page.
- Include a direct link to your fundraising page for online donations.

SOCIAL MEDIA EXAMPLES:

Afterschool at the YMCA has been an awesome experience for my girls. I knew they were in a safe and caring environment each afternoon. They even finished their homework before I picked them up! This year I am supporting the Y's Annual Campaign to make sure all families have access to this great program. Support our local YMCA and give at ymcasenc.org/give

The Y believes everyone deserves the same opportunities, no matter who you are or where you are from. Learn more about the work the YMCA is doing in our community, and how you can support these efforts by supporting the Annual Campaign. Give online at www.ymcasenc.org/give.

For cancer survivors, recovery is about more than just the physical. LIVESTRONG® at the YMCA is a free program supported by the YMCA Annual Campaign and provides group fitness and emotional support to cancer survivors. $375 gives a survivor access to this life-changing community. Make a gift to the YMCA today to support this program. Give online at (insert your page link)

As a parent, it's important to me that my kids are in a safe, nurturing environment after school. The Y provides that for our family. But some families struggle to afford that care. Make a gift to the Annual Campaign today and let's make sure every child in our community has access to this critical program. Give online at (insert your team page link)

BEST PRACTICES FOR EMAILS

- Don't mass email. Send a personal message to each prospect.
- Start off with a personal statement. Tell potential donors why you're passionate about the Y.
- Share information. Attach campaign resources to your email or include supporting information within your message.
- Use a great photo or video to support your message. Include a link to a Y Story on our YouTube page.
- Include a direct link for online donations www.ymcasenc.org/give
- If you don't hear back, send a follow up email a week after your first message to highlight our campaign progress and emphasize urgency.