

YMCA Staff Fundraising Toolkit

Step 1: Share the following link with friends and family directing them to the YMCA of the North Shore website donation page (<https://www.northshoreymca.org/donate/>)



Step 2: Once they are on the giving page, you can instruct them to click the ***“This gift is in honor, memory, or support of someone”*** button

Step 3: Instruct them to change the drop down option next to where it says ***“This gift is”*** from *In Memory of* to ***In Honor of***.

Step 4: Have them write **your FULL name** in the text box under the *In Honor of* drop down.

- **This step is important because this allows us to know that this was your fundraising effort!**

A screenshot of a donation form. The form is divided into sections: 'Donation' with buttons for \$25, \$50, \$100, \$500, \$1,000, and 'Other'; 'Designation' with a dropdown menu set to 'Cape Ann YMCA'; and 'Tribute Gift'. The 'Tribute Gift' section is circled in red and contains a checked checkbox for 'This gift is in honor, memory, or support of someone'. Below this, there is a dropdown menu for 'This gift is' set to 'In Honor of', a text input field containing 'Jane Doe', an unchecked checkbox for 'Please notify the following person of my gift', and an optional comment field with the text 'optional'.

It's as easy as that! Once they've filled out the rest of the donation form, we'll have confirmation that the gift has come through and your fundraising efforts were a success!

Who to reach out to:

- Close friends or family
- Someone who has supported you before
- Former coworkers or mentors

Note: You don't need a long list. Even 2-3 people is meaningful

What to say:1. Text or email option:

"Hi! I'm helping with the YMCA Staff Giving Campaign this February. I work at the Y, and staff giving supports scholarships and flexible pricing so cost isn't the reason someone can't participate. If you're interested in supporting my fundraising effort, here's the link."

2. More personal version:

"The Y is a place that means a lot to me. This month, staff are supporting scholarships and flexible pricing, and I'm doing a small fundraiser as part of that. I'd love for you to be part of it if you're able."

3. Social post (optional):

"Proud to work at the YMCA. This month, staff are supporting scholarships and flexible pricing so more people can be part of the Y. If you'd like to support my fundraising effort, here's the link."

Fundraising Tips:

- Personal messages work better than mass messages
- It's okay to share *why* this matters to you
One message is enough — no follow-ups needed
- Thank people, whether they give or not

Questions or Help?

Reach out to Alex Bloomer bloomera@northshoreymca.org

At the end of February, we will let you know who all donated in your honor to thank them!