



Social Media

An online link directly to the YMCA of the Treasure Coast donation page will be emailed to each campaigner. Campaigners can utilize the link for the 2012 Community Support Campaign on their personal social media page (facebook, twitter, blog, youtube, etc).

The personalized URL will link directly to each campaigner, allowing campaigners to get direct credit for online donations.

Script for social media page:

"Feel the Gift of Giving" and support the YMCA of the Treasure Coast's 2012 Community Support Campaign! Click here to donate now.



Script for email:

It is partly because of the busy lives we all lead that I am emailing you. I wanted to let you know that I've become very involved as a volunteer campaigner for the YMCA of the Treasure Coast and I'm seeking your assistance in supporting the Y's 2012 Community Support Campaign.

Please visit their website at www.ymcatreasurecoast.org to see all of the wonderful programs the Y offers to the community all along the Treasure Coast. I will be contacting you in a few days to share my Y story with you and what you can do to make a difference in the lives of children, teens, adults, and seniors.

"Feel the Gift of Giving" and support the YMCA of the Treasure Coast's 2012 Community Support Campaign! Click here to donate now.



Sincerely,
< Name >
Y Volunteer

Date

John Smith
123 Main Street
Anytown, USA 12345

Dear Mr. Smith:

Each year the YMCA of the Treasure Coast asks for help in raising funds to support its efforts to build a stronger community. As a believer in the Y, I am contacting you, to ask for *your support* for the 2012 Community Support Campaign.

The Y is for everyone. Our programs, services and initiatives enable kids to realize their potential, prepare teens for college, offer ways for families to have fun together, empower people to be healthier, prepare people for employment, and help foster a spirit of community service. And that's just the beginning!

The ability of our Y's in Martin, St. Lucie, Indian River and Okeechobee Counties and to bring about meaningful change is remarkable. On any given day, over 1000 individuals from all walks of life enter the doors of one of the branches of the YMCA of the Treasure Coast.

Story from a Y member.

Our community needs the support of people like you now more than ever! Children, teens and seniors in our community urgently need opportunities for positive social and recreational activities in answer to the challenges of today's society. The Y is that answer, but I need your help!

Please consider making a donation to the 2012 Community Support Campaign so that we may meet the needs of our community. I will be contacting you shortly to ask for your support.

Thank you for making a difference!

Sincerely,

<NAME>
Y Volunteer

Thank You Samples

The following is a list of donor thank you ideas. It is important to note that meaningful cultivation is often found in the informal touches throughout the year.

- Make the note about the give. Give details about what services will be provided with the donation.
- Keep a generic version on your computer that can be personalized quickly.
- Keep the tone personal.
- Very large donations deserve a phone call or a personal visit.
- Think of your donors and be creative!

Samples:

Dear Jane and John,

I want to express my appreciation for your generosity in supporting the 2012 Y Community Support Campaign. Your assistance means so much to me but even more to the families that will benefit from your generosity. Thank you from all of us.

Sincerely,

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Dear Jane,

I so appreciate your contribution to the 2012 Y Community Support Campaign. You truly did a wonderful thing. Your generosity will directly benefit children and their families in our community.

If you ever need me to help with a charitable cause of your own, please let me return the favor, Again, thanks so much for all you've done for the Y.

Sincerely,

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Dear John,

Thank you for your very kind donation. 100% of your donation will go towards supporting positive, value-based programs for children and families. You're making a difference!

Thanks again for your kindness,