

How to Use Mobile Cause text-to-give

Click this link

<https://app.mobilecause.com/join/ymcatc/YMCA>

1. Fundraiser fills out online sign up form (45 seconds)
 - Enter your first and last name
 - Enter your mobile phone number
 - Enter your email
 - Click become a fundraiser
2. Fundraiser clicks link to complete registration (45 seconds)
 - You'll receive a text message and that will guide you to a page where you can complete your registration. This link and the email will be titled "Thanks for becoming a fundraiser!"
 - Fundraiser click link and enters a password.
3. Fundraiser customizes page (3.5 minutes)
 - Last step is to personalize your page.
 - Upload a picture (a selfie will work!)
 - Set a fundraising goal \$300.00+
 - Personal message telling people the impact they can have if they give to the Y.

Click Save

Fundraiser page is now live and can be shared.

Fundraisers will land on their fundraising page where they can scroll down and click the share button to see all the ways they can invite friends, family and colleagues to donate to the campaign.

Fundraisers can edit their page.

Fundraisers get an emailed titled "You are now registered as a Volunteer Fundraiser!" in which you'll find your personal keyword, a direct link to your page, and the link to edit your page. (Yes, you can change that selfie!)

Fundraisers can also go to your fundraising page, scroll to the very bottom, and click the "Edit my page" button to change the picture, goal, or personal call to action.



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 2013 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 2016 Annual 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 2016 Annual 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 2016 Annual Campaign! Click here to donate now.



Sincerely,
< Name >
YMCA Ambassador

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 2016 Annual 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 giving a gift donation to the 2016 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>
YMCA Ambassador

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 2016 Annual 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,

.....

Dear Jane,

I so appreciate your contribution to the 2016 Annual 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,

.....

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,



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Sample Tweets/Facebook Status Updates to Promote Your Annual Campaign

The following are sample tweets and Facebook status updates that your Y can customize to help spread the word about your local annual campaign. When tweeting/posting about your campaign, be sure to illustrate the impact of the Y (there are examples below of how to briefly tweet/post a testimonial). On Twitter, be sure to use a hashtag (#SupportTheY) is used as an example below) to track and start a dialogue with your followers about your campaign.

- The Y is more than a gym. It's a cause. #SupportTheY
- There's so much more to the Y than one might think. #SupportTheY
- From athletics to academics, volleyball to volunteerism the Y doesn't just strengthen bodies. It strengthens communities. #SupportTheY
- On January 12, 2016 the YMCA of the Treasure Coast is launching its Annual Campaign. Support the Y's cause. <http://www.ymcatreasurecoast.org/make-a-donation/> #SupportTheY
- With our members, volunteers, staff and partners, we take on the most urgent needs in our community. #SupportTheY
- Give to the YMCA of the Treasure Coast and positively impact your neighborhood <http://www.ymcatreasurecoast.org/make-a-donation/> #SupportTheY
- Thanks to you, the YMCA of the Treasure Coast raised \$271,000! This will ensure that 894 kids and families learn, grow and thrive #SupportTheY
- Want to help send a child to camp? Make a gift to the Y <http://www.ymcatreasurecoast.org/make-a-donation/> #SupportTheY
- Together, we can make our communities better, but we need your help to continue our vital work. <http://www.ymcatreasurecoast.org/make-a-donation/> #SupportTheY
- Your donation makes it possible for more kids can have a safe place to learn after school. #SupportTheY <http://www.ymcatreasurecoast.org/make-a-donation/>
- Your donation makes it possible for more families to reconnect and grow together #SupportTheY <http://www.ymcatreasurecoast.org/make-a-donation/>

- Your gift helps to strengthen our community. #SupportTheY
<http://www.ymcatreasurecoast.org/make-a-donation/>
- Every day, the Y works to address the biggest needs in the community #SupportTheY.
<http://www.ymcatreasurecoast.org/make-a-donation/>

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Facebook/Twitter Helpful Reminders:

- **Tweet/Post often**—It's important to tweet/post multiple times a day to increase your Y's recognition and attract more followers, but don't tweet/post too often, otherwise you'll followers will lose interest.
- **Tweet/Post length**—Tweets can only be 140 characters while Facebook status updates can as long as you like, but both should be brief so as not to lose the interest of your followers.
- **Use a hashtag**— #SupportTheY or your own hashtag to track and start a dialogue with your followers about your campaign.
- **Links**—When tweeting/posting about your campaign etc. make sure your tweets/posts contain URLs or Web links for more information.
- **Shorten URLs**—Most URLs are too long to embed in your tweet (**remember, you only get 140 characters per tweet**). To shorten URLs, go to www.tinyurl.com and follow the simple directions to transforming your long URL link into something small and "tweetable."

New to Twitter? Read here.

Twitter is a free social media tool used to get out news and updates in real-time. It allows your Y to communicate directly with your members, community or supporters, and is a great medium to promote your Y's activities, events, programs and services. If you're new to Twitter, here are some basics to help get you started. On Twitter, you distribute messages – in 140 characters or less – that are called "tweets". People who want constant access to your tweets sign up to "follow" you and are referred to as your "followers." Your Y should "follow" as many community members and organizations as possible and in return, the more information you tweet the more people will "follow" your Y.

For more information on how to use Twitter, visit <http://twitter.com/about>.