



YMCA of the Triangle Peer-to-Peer Fundraising Classy User Guide

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Frequently Asked Questions

What is Classy?

Classy is a peer-to-peer online fundraising platform. You can create an individual fundraising page within your branch's campaign. You will set your own Classy fundraising goal, personalize your story and photos, provide updates and thank donors.

Is Classy hard to use?

No! It's as simple as setting up a Facebook page.

How do I share my page?

Your Classy page can be shared via email, text message, and social media. The platform is designed to be mobile-responsive, making fundraising a breeze on any device. Your page will be helpful in reaching those in your network you might not see regularly.

How do I set my goal?

Your Classy fundraising goal should not reflect your overall fundraising goal. It should simply be the number you expect to raise in Classy. Donations that come in through other channels will not be reflected on your Classy page. A staff member at your branch will be able to provide your overall total raised.

Is there anything else I should know?

- In order to access your Classy page, you cannot be on a YMCA wifi network.
- As with any additional platform, the Y incurs fees for each transaction. Donors have the option to cover their 7% fee. When they visit the donation page, the box is pre-checked. Donors can uncheck the box if they do not want to pay their fee. In our pilot phase, 82% of donors covered their fees.
- Discover cards are not accepted by the YMCA of the Triangle.

Additional tips for success:

- **Customize your story on your fundraising page.** Make it more personal to you (i.e. your connection to soccer, teens, nonprofits, Classy, etc.). Don't be shy in adding some images and GIFs in as well to make it more dynamic!
- **Build your list.** Friends, family, neighbors, colleagues, the possibilities are endless! Think about who has these three characteristics: cares about you, cares about the Mission of the YMCA, and has resources to give (whatever the amount).
- **Email is still the best way to get donations.** Start sending personal emails to individuals, or at least smaller groups of people. This is more of a direct ask compared to posting on social media, and more formal than sending texts.
- **Don't be afraid to ask more than once.** People need that reminder and extra nudge to take action.
- **While email is key, keep chugging along on social media.** It's great for advocacy, and you never know who will give after seeing it! **Pro tip:** tag your top donors in the post as a shout out. Not only

does it show recognition, but it can also expose your post to their followers, thus making you more visible.

- For people who you know can't afford a large gift, **make a more targeted ask that makes it easier to give.** For example: "My old jersey number was 23, so this year I'm asking for \$23 to my fundraiser. If even half of you gave \$23, I would be at X amount!"

Setting Up Your Page

Visit your branch's landing page to create your personal fundraising page. The website links can be found below. If you need assistance creating your page, check out the video on the YMCA's Volunteer Portal: ymcatriangle.org/campaigner. Remember, you cannot access these pages from the YMCA network.

You must copy and paste the links below directly into your browser. The hyperlink will not work.

A.E. Finley YMCA: <https://give.ymcatriangle.org/finleycampaign2020>

Alexander Family YMCA, Poyner YMCA and SE Raleigh YMCA:
<https://give.ymcatriangle.org/alexandercampaign2020>

Chapel Hill-Carrboro YMCA: <https://give.ymcatriangle.org/chapelhillcampaign2020>

Chatham YMCA: <https://give.ymcatriangle.org/chathamcampaign2020>

Durham YMCAs: <https://give.ymcatriangle.org/durhamcampaign2020>

Ingram Family YMCA: <https://give.ymcatriangle.org/ingramcampaign2020>

Johnston County YMCA: <https://give.ymcatriangle.org/johnstoncountycampaign2020>

Kerr Family YMCA: <https://give.ymcatriangle.org/kerrcampaign2020>

Lightner Y Achievers: <https://give.ymcatriangle.org/yachieverscampaign2020>

YMCA at Knightdale Station: <https://give.ymcatriangle.org/knightdalecampaign2020>

Kraft Family YMCA: <https://give.ymcatriangle.org/kraftcampaign2020>

Poole Family YMCA: <https://give.ymcatriangle.org/poolecampaign2020>

Taylor Family YMCA & Northwest Cary YMCA: <https://give.ymcatriangle.org/carycampaign2020>

Y Guides: <https://give.ymcatriangle.org/yguidescampaign2020>

YMCA Camp Kanata: <https://give.ymcatriangle.org/kanatacampaign2020>

YOTA: <https://give.ymcatriangle.org/yotacampaign2020>

Accessing Your Page

1. Go to your branch's landing page URL.
2. If you are not already logged in, you will see the log in box in the upper right corner.
3. You can then use the magnifying glass icon in the upper right corner to search for your page.
4. You may also access your page using your unique URL (if you designated one when creating your page.)

Classy Story Examples

Example 1

Headline: Help me support the YMCA Annual Campaign!

As you may know, the YMCA has been my home away from home for nearly 15 years now. What started as my first job after high school and during the summers has now become my career and passion. I love what I do at the Y, and this is largely because of the impacts we are able to have on our local community.

Over the years, I have gained appreciation and understanding for the YMCA's Annual Campaign and what it does for our families in our area. The YMCA has found many needs within our own community and raises money each year to provide support.

I especially want to draw attention to our youth sports leagues, which are the programs that I oversee. Sports were a big part of my childhood and helped me learn what it means to experience success and failure as a team. Each year, the YMCA provides the opportunity for select children to participate in our leagues when they otherwise would not be able to afford it.

Please consider sending me another deserving child the chance to participate in youth sports this year at a cost of \$94. There are several other programs supported by our campaign, some of which I am listing below. Every dollar counts and a donation of any quantity would be greatly appreciated!

- \$74 + Swim Lessons = provides a child six swim lessons and the opportunity to learn a life-saving skill
- **\$94 for Sports participation** provides a child one season of the many fun sports leagues the Y offers like soccer and basketball
- \$171 + Camp High Hopes = gives a child a week of fun activities, meals, and transportation at our subsidized summer day camp
- \$442 + LIVESTRONG at the YMCA = gives an adult cancer survivor 12 weeks of group health and fitness programming, sharing and support
- \$462 + Camp GRACE = allows a child with Pervasive Development Disorder or Autism to attend one, two-week session of day camp

Example 2

Headline: Invest in the future of our community today! Help me support the Taylor and Northwest Cary YMCAs Annual Campaign!

For the better part of 12 years the Cary Family YMCA helped shape who I am today. Now I am fortunate enough to help lead the fundraising campaign in 2018. I appreciate you taking the time to listen to my story.

At the age of 16 I got a part time job that truly changed me, even if I didn't know it at the time. Over the next 12 years, I met my best friends, mentors, incredible families, and even my wife. We always talk about the impact that the programs have on the participants but I can truly say that as a staff member, that impact was equally as great. Without my YMCA experiences there is no way that I would be the person I am today. Now as I sit in a leadership position within the campaign I want to make sure everyone in the Cary community realizes how important the YMCA is. Whether you realize it or not, you have most certainly been impacted by the YMCA or one of its participants. That is why I am asking for your help to make sure that the YMCA continues to positively impact our Cary community.

Suggested Timeline

Think about your fundraising strategy from the inside out. The best fundraisers start by asking their closet contacts first and progressively work outward to more distant contacts.

Week 1

- **Set up your Fundraising Page;** add your own text, pictures or video. Remember, your potential donors will be interested in the cause, but they are primarily interested in you! Make sure you tell them why you are getting involved and what your connection to the cause is.
- **Make a donation to your own page.** Making your own donation demonstrates to potential supporters that you are serious about helping the Y.
- **Individually email 5-10 closest people.** Ask them for donations first. Getting your "inner circle" to donate to your page will help you build up some momentum.

Week 2

- **Share your first message on social media** (see suggested templates). Make sure to include the direct link to your fundraising page.
- **Send an email to 10-15 close contacts.** (Family and a close friend or two.)
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Week 3

- **Reach out to your community.** Send an email to as many contacts as you feel comfortable contacting (co-workers, distant relatives, friends of friends, your entire address book, etc.)
- **Send out at least two social media posts.**

Week 4

- **Send follow-up emails** to anyone who has not responded. Let them know where you're at in your campaign, how much further to your goal, and ask them to support you.
- **Send out at least one social media post.**

Week 5

- **Take a few minutes to regroup.** Where are you in your campaign? What has been successful? What hasn't been successful?
- **Reach back out to those you haven't heard from.**
- **Send out at least one social media post.**

Week 6

- **Send out at least two social media posts** reminding your followers of their last chance to give.
- **Thank your donors** via email or social media and report your results.

All In for the Y: 48 Hours of Giving

The Y's inaugural All in for the Y: 48 Hours of Giving will be held September 23, 2020 at noon through September 25, 2020 at noon.

- We encourage you to use your Classy page to take advantage of this online giving challenge.
- This will give you an opportunity to jumpstart your fundraising!
- We challenge each volunteer to make a donation and get three donations within the 48 hour timeframe.

Email Tips

There is no perfect formula for writing an email asking family and friends for donations, but here are some best practices to guide you.

Writing to your closest contacts:

- You know your closest contacts better than anyone does. Don't feel like you have to stick to a predefined formula.
- 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.

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.

Social Media Tips

- **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 internal goals.** \$200 by week one, \$400 by two weeks, etc. Use your social media accounts to update followers on your progress towards each goal and ask for 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 multimedia approach.** You can share posts including many different media that will appeal to supporters and keep them engaged, including: photos, images, and graphics, videos, sound clips and links.

Follow Up

- **Use goals as a follow up tool.** Reach out to non-responders when you're approaching one of your internal goals. Remember people can easily miss or skip over your initial outreach.
- Include progress updates in your follow up messages.
- Consider including inspiring stories or personal anecdotes about the cause.
- Share related current events or blog articles.

Thank Your Donors

- **Thank your donors as soon as possible.** Your donors have already received an automatic thank you and receipt. Sending a prompt personal thank you is positive reinforcement of their decision to support your cause.
- View the link below to learn more about thanking donors within the Classy platform: <https://support.classy.org/s/article/how-to-thank-your-donors-as-a-fundraiser>
- **Use multiple mediums.** Thank your donors in more than one way. Use the thank you features within Classy and follow up with another thank you email, phone call, handwritten note, and/or social media shout out.

FUNDRAISING TIP SHEET

1. GET THE BALL ROLLING



Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

2. ADD YOUR WHY TO THE EMAIL



We've put together an email template you can use right from your fundraising page. The most important thing you can add to this message is **why you are fundraising**. Let your family and friends know why this matters to you, that's what they care about most!

3. START WITH YOUR CLOSE CONTACTS



It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.

4. NOW MOVE TO SOCIAL MEDIA



Once you've sent your first batch of emails out, it's time to turn to social media.

One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

5. REENGAGE WITH EMAIL



Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

6. CONTINUE THANKING AND UPDATING SOCIAL MEDIA



As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and you can do it. Know that your effort will make a big difference! **THANK YOU!**

Social Media Post Templates

Make sure to include the link to your Classy fundraising page!

- Invitation:
 - This year, I'm supporting the YMCA of the Triangle as part of their We Build People Campaign. A gift of \$197 provides a child right here in _____ with a week of exciting activities and character development in YMCA Summer Day Camp. Make an impact in our community – donate today at [INSERT YOUR FUNDRAISING PAGE LINK] #WeBuildPeople
- Fundraising update:
 - Just __ week(s) left until the end of the Annual We Build People Campaign! So far, I've raised \$__ for the _____ YMCA. I'm challenging myself and asking you—my family and friends—to support my efforts by making a donation to invest in the future of our community. Will you help me reach my fundraising goal? [INSERT YOUR FUNDRAISING PAGE LINK]
- Fundraising goal met:
 - Thank you to my friends and family for all of your support! Together we raised \$__ for the Annual We Build People Campaign. Every dollar raised will be utilized to meet the greatest needs of our community and our YMCA. Still want to show your support? You can donate at [INSERT YOUR FUNDRAISING PAGE LINK].

Fundraising Email Templates

Sample 1

Subject line [short and compelling, avoid CAPS and exclamations]:

Dear [insert name],

You might have heard that I'm fundraising to for the _____ YMCA's Annual We Build People Campaign. This cause is very important to me because [supply a personal reason that appeals to the reader's emotions].

I'm encouraged by the support I've already received, but I still need help reaching my fundraising goal of [insert dollar amount].

Would you be willing to make a contribution to my fundraiser? A gift of any amount would mean the world to me.

To donate, simply click the link to my fundraiser below:

[Insert link to fundraiser]

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]

Sample 2

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

Dear [insert name],

I only have [number] days to finish fundraising for the Y's Annual We Build People Campaign.

If only [insert number] of people donated [insert dollar amount] to my fundraiser, I would [be able to meet my fundraising goal/make significant progress toward my fundraising goal]. Would you be able to help make this a reality?

To donate, just click the link to my fundraiser below:

[Insert link to fundraiser]

It would also really help if you could share my fundraiser link with everyone you know. The more eyes on my fundraiser, the better!

I appreciate all of your support! I wouldn't be able to accomplish [fundraising goal] without your help.

Sincerely,

[Your name]

[Your contact info]