



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
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Setting Up a Fundraiser Is As Easy As 1, 2, 3 ...

Engage your friends, family and social media networks in your fundraising efforts. Visit the YMCA of Northern Colorado & Southern Wyoming fundraising site at <https://www.justgiving.com/campaign/ymca> and create your personal fundraising page.

Make a donation and then share your page with family and friends to spread our mission.

With JustGiving, you can track everything that you give – from your voice (social posts and shares) to your effort (the time you spend fundraising and volunteering) to the money you raise. Every little bit counts.

It just takes a few minutes to make an impact! Ready to fundraise? Let's get started!

Step 1: Visit <https://www.justgiving.com/campaign/ymca> and select "Start fundraising."

Step 2: Sign up and complete your profile.

Step 3: Select your fundraising activity - You can host a virtual gathering or an event, remember someone special, celebrate an occasion or "do your own thing."

Step 4: Share more about your fundraiser, name your own campaign and personalize your URL.

Step 5: Personalize your page, set your goal and tell your story. Update the photo, if you'd like.

Step 6: Share on social media and send an email to your friends and family.

JUST GIVING FUNDRAISING TIPS

Customize your fundraising with a photo or story: The more you make it your own, the more your friends and family are likely to give.

Upload a photo: When your supporters first visit your page, greet them with a picture of yourself. And remember, you can upload up to 10 photos, so why not add a few more to really tell your fundraising story.

Set a target: Letting potential donors know that they are getting you closer to your goal may encourage them to give that little bit more. Plus, there's no denying how satisfying it is when you see it tip that 100% mark.

Tell your story: It's all about letting your supporters know why you're fundraising and what it means to you. If you're challenging yourself with an event, let people know how much effort you're putting in. If you're celebrating something or someone, tell your supporters why.

Email your contacts in groups: Email your family and closest friends first. As your most ardent supporters, they are most likely to support you and get the ball rolling. An empty page might be intimidating for some donors, so having a couple of donations on the page should encourage other supporters. And then begin emailing your co-workers and professional contacts.

Share your page on social media: Social media is an absolute gem for fundraising, helping you reach out to a huge community. Share with your followers with your link and ask them to share to their followers.

DIY Fundraising Campaign

Tap into your talents to create and organize your own event, activity or challenge to help the Y respond to your community's most pressing needs. You can throw a virtual party, challenge a friend, or surprise us and come up with something totally new.

Put your page address in your email signatures: Adding your web address to your email signature is a quick and easy win. You can just add a hyperlink. It only takes doing it once and then every email that you send out will raise more awareness of your fundraising.

Thank people: Saying thank you is super important and there are plenty of ways you can say thank you to your supporters. You can update the story on your page, send emails out to your donors, and update your Facebook status. Let people know how your fundraising went, just what their support has meant to you and what a difference it will make to the YMCA.

YMCA of Northern Colorado • ymcanoco.org

Boulder • Lafayette • Longmont • Loveland • Johnstown • Cheyenne, WY

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