



## FUNDRAISING TIPS

- 1) Show your commitment to the event by being the first to make a donation!
- 2) Reach out to inner circle first (friends, family, colleagues). Try sending a quick personal message.
- 3) Now reach out via email, text, or call to other personal and professional contacts.
- 4) The buttons on your fundraising page make it easy to post a link on FB, Twitter or Instagram.
- 5) Send follow-up emails. It's OK to reach out again, sometime an email can get overlooked in a busy inbox.
- 6) Remember to THANK your donors for their support. You can post updates and notes on your fundraising page

## TOP 10 REASONS WHY PEOPLE GIVE

- 10) Because charitable gifts are tax deductible
- 9) Because it makes them feel good to do something for others in the community
- 8) Because of the desire to protect others and make their community a better place
- 7) Because they feel morally or socially obligated to do something for people in need
- 6) Because you demonstrated support with your gift
- 5) Because they respect the person who asks
- 4) Because they believe in the objectives and future direction of the YMCA
- 3) Because they want to "give back" by assisting an organization which has helped them
- 2) Because of their personal involvement with the Y

### **1) BECAUSE SOMEONE ASKS**