



DÉFI 1-22 JUIN YMCA

Get People to Donate to Your Fundraising Campaign!

- Write a message on your personal fundraising page, share your three Challenge goals, and explain why you decided to participate.
- Add a photo to your page.

Example of a personal message:

“I’m participating in the 2021 YMCA Challenge to raise money to provide financial assistance to families who do not have the means to send their kids to camp this summer. Please join me and let’s rise to the Challenge together.

#2021YMCAChallenge

If you want to lend your support without participating, please make a donation of \$20 or more at: [link to your fundraising page].”

Important: Participants who make a donation have a better chance of reaching their fundraising goal, as their donation will kick start their campaign.



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Raise \$250 in 4 Quick and Easy Steps

Is this the first time you're participating in a challenge like this? It may seem intimidating, but don't worry. Discover how easy it is to fundraise.

Follow these **four simple steps** to raise \$250:

1. **Donate to yourself.** Lead by example as it all starts with you! **\$50**
2. Ask **four family members** to donate **\$20 each**.
3. Ask **four other people**, family or friends, to donate **\$20 each**.
4. Ask your employer to make a **\$40** company donation. **TOTAL: \$250**

You're right on track!



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Increase Your Fundraising Goal

Now that you've raised \$250, you see how easy it is! Maybe you've already set a more ambitious goal (thank you!). Many participants increase their fundraising goal once their initial goal is met.

To do this, you can simply increase the **minimal donation amount or the number of people you ask . . . or both!**

Here are **three ideas to raise an additional \$250** (who doesn't need a bit of a cushion?):

1. Ask **five colleagues** to donate **\$20** each.
2. Ask **five neighbours** to donate **\$10** each.
3. Ask **five members** of an association or club you are part of to donate \$20 each.

NEW TOTAL: \$500



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Take It a Step Further!

- Raise an additional \$500 through **company matched donations** or through your **social media contacts** to reach an impressive \$1,000!
- Use social media platforms such as Facebook, Instagram, and Twitter to share your three goals for the Challenge so your friends and family can encourage and motivate you!

Important: Close to 20% of money raised is generated from a link participants share on Facebook, hence the importance of posting about your participation in the YMCA Challenge on your social media. Do it for you, and do it for the cause!



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Fundraise Like a Pro!

Simple tips:

- Share a photo of yourself during your Challenge with a link to your personal fundraising page asking for a \$20 donation.
- In a simple sentence, sum up your project for your social contacts. Example: *“So local kids can enjoy a fun and stimulating summer, donate today!”*
- Update your status more frequently between June 1 and June 22. People react to deadlines.
- Don't forget to add a few YMCA Challenge keywords in your posts. People will see that you are not alone and that this is a collective effort.
- Ask your supporters to see if their employer is willing to match their donation (don't forget to ask your employer as well).
- Publish five posts on Facebook asking your friends to make a \$20 donation.