

# SILVER BAY YMCA

## CONFERENCE AND FAMILY RETREAT CENTER

Dear Friend,

Thank you for participating in Silver Bay YMCA's Giving Tuesday Challenge as part of our Together We Thrive celebration! We are excited that you have chosen to join Team Thrive as a fundraiser and we look forward to partnering with you to support Silver Bay YMCA's work of fostering relationships, strengthening communities and nurturing spirit, mind and body for all. Our theme for 2021 is "Together We Thrive", which we could not do without you!

This year is Silver Bay's second year participating in Giving Tuesday, and we want to make it great! Giving Tuesday is always the Tuesday following Thanksgiving and is a chance for people worldwide to give to their favorite organizations and charities to make an impact.

We are launching our first peer-to-peer fundraiser for Giving Tuesday this year. Being a P2P fundraiser will only take about 10-30 minutes a week and we are giving you all of the tools you need to be successful!

In this toolkit, you will find an outreach schedule, email and social media post templates that you can make your own, and instructions on how to make your own fundraising page to share with your friends and family via CauseVox. And don't forget to like and share our Giving Tuesday posts on Facebook and Instagram!

You can also access everything in this toolkit on our Google Drive [here](#).

Of course, we are here to assist you if needed. If you have any questions, you can reach out to Development Director Hannah Jay at 518-543-8510 or [hjay@silverbay.org](mailto:hjay@silverbay.org).

We thank you for your kindness and support and appreciate your willingness to become a member of Team Thrive this giving season. Together, we are achieving great things!

With gratitude,

Team Thrive



## Outreach Schedule

We have created a schedule of easy tasks you can do to help keep your fundraising on track and make your efforts a success!

### **Week 1 (November 1 – November 7); approximately 30-45 minutes**

1. Set up your Fundraising Page (site is live starting November 1, 2021)  
*You'll see default text and graphics, but feel free to make it your own! You can customize your page by adding your photo or a photo of your family, a story about why you love Silver Bay, and why raising money to support Silver Bay YMCA matters to you. [Click here](#) for a step by step guide on how to set up your fundraising page!*
2. Set a goal  
*Do you want to raise \$5,000? \$1,000? \$500? What will be ambitious enough to feel like a stretch but reasonable enough that you can meet it?*
3. Make a list of who can help you reach your goal  
*Who cares about you, is passionate about Silver Bay, and has resources to give (whatever the amount)? Think friends, family, neighbors, colleagues... the possibilities are endless!*
4. Decide how you will reach out to your list  
*How will you ask the people on your list to help you reach your goal? Will you use email, social media, snail mail, phone calls, or some other way? Now is a good time to review our communication tools and personalize them to fit your style. See our communication tools below or [click here](#) to view them on Google Drive!*
5. Send an email out to your community / peers / family members  
*Use one of the email templates to announce your goal to your community and share ways they can get involved in your fundraiser. Don't forget to personalize your email and include the link to your fundraising page!*

6. Share your first social media message about *Together We Thrive*  
*Share the direct link to your fundraising page and tell people about your goal and why you are fundraising for Silver Bay YMCA. You can also include some of our toolkit graphics in your post, and be sure to use hashtags #silverbaythrives, #givingtuesday and #SilverBayYMCA!*
7. Like, comment, and share one or more of Silver Bay YMCA's *Together We Thrive* social media posts  
*Engaging with these posts will help to raise awareness of Silver Bay YMCA and why our work is important. Click [here](#) to go to our FaceBook page or [here](#) for our Instagram page!*

## **Week 2 (November 8 – November 14); approximately 10-15 minutes**

1. Send out 1 – 2 social media posts  
*Use a prompt from the [Social Media Tips](#) or make it your own! Remember to use hashtags #silverbaythrives #givingtuesday and #silverbayymca*
2. Engage with this week's *Together We Thrive* posts  
*Go to Silver Bay YMCA's [Facebook](#) and [Instagram](#) accounts. Like, comment and share to spread the word on the work we do!*

*We are also having a photo challenge this week! Participating would be a great way to show others what Silver Bay means to you.*

## **Week 3 (November 22 – November 28); approximately 10-15 minutes**

1. Send out a follow up email to your community  
*Giving Tuesday is one week away! Let them know where you are at in your fundraiser, how much further to your goal and ask them to be part of your campaign.*
2. Engage with this week's *Together We Thrive* posts  
*Help to spread the word! You can use some graphics from the toolkit , and remember to talk about bigger themes of generosity and the opportunity we have to build a more generous world. Go to Silver Bay YMCA's [Facebook](#) page and [Instagram](#) to engage with and share our *Together We Thrive* content!*
3. Send out 1 – 2 social media posts  
*Giving Tuesday is one week away! You can include a countdown to Giving Tuesday, let people know where you are at in your fundraiser and ask for their help in reaching your goal. Remember to use hashtags #silverbaythrives #givingtuesday and #silverbayymca!*

## **Week 4 – The home stretch!**

### **November 29, 2021; approximately 5 minutes**

1. Send out a “one more day” social media post.  
*One more day until Giving Tuesday! Help your community to get excited!*

### **November 30, 2021 – Giving Tuesday! Approximately 30 minutes**

1. Go big!  
*Don't be shy about posting and sharing updates throughout the day on your social media accounts.*
2. Send a day-of email!  
*Email your community and highlight the opportunity to get involved on the international day of giving.*
3. Say thank you!  
*Thank your supporters and give shoutouts on your social media.*

### **December 1, 2021 – the day after! Approximately 20 – 30 minutes**

1. Send your *Together We Thrive* supporters a thank you message / email / text  
*Thank your supporters! The message should be personalized, refer to Silver Bay YMCA's mission, and remind them how their contribution will support Silver Bay's work.*
2. Remind people in your emails and social media that the giving season has only just begun!  
*Build on the energy and excitement of Giving Tuesday to inspire people to give throughout December. All fundraising pages will stay live until the end of the calendar year!*



**Step 1:** Go to [Silverbay.causevox.com](https://Silverbay.causevox.com) and click on "Create a Fundraising Page"

**Step 2:** Sign up for a Personal Fundraising Page account with your email and set a password.

**Step 3:** Sign into your account.

**Step 4:** Complete your profile. Once signed in, you will be directed step-by-step on how to complete your profile to get your Personal Fundraising Page up and running:

- Upload your own photo. Square images work the best. You'll see a prepopulated default photo that you can replace with your own
- Enter in your first name and last name.
- Click "Continue"

**Step 5:** Fill out your fundraising page details. Enter the URL extension you want to use for your Personal Fundraising Page, your fundraising goal, and compose your own donation appeal by editing the default.

- **URL** - This is the link you will send to your friends so they can access your Personal Fundraising Page.
- **Fundraising Goal** - Your Fundraising Goal is the amount of money you intend to raise for your campaign. (this will be added to your fellow team members' goal to create a total team goal)
- **Fundraising Appeal** - The Fundraising Appeal on a Personal Fundraising Page comes prepopulated with a default appeal. You are encouraged to edit this section and compose your own personalized appeal. The more your friends feel the appeal is coming from you personally, the better.

This section should give your supporters a concise and clear idea on why you care about the organizing your group does, the goal of this campaign, and what it means to you if your friends and family join you in giving. Don't forget to conclude your appeal with a call to action to donate!



## Social Media Tips

This page is full of tips and prompts to help you be successful in your fundraiser on social media. Use the prompts for posts on Facebook, Instagram, or Twitter and remember to use our Giving Tuesday hashtags!

### Tips:

- Put your fundraising link in your bio!  
*Share your fundraising page and your reason for fundraising for Silver Bay in your stories.*
- Share your fundraising page link regularly on Facebook.  
*Think of a caption and keep it in a note where you can copy and paste it easily.*
- Say Thank You!  
*Show your gratitude to the people who have supported your fundraiser. You can send them a personal message or text, and if they are okay with it, give them a public shout-out with a post on your social media channels!*
- Balance your posts.  
*The average person needs to be asked three times before they give, so post an ask more than once! Balance these asks out with fundraising updates, thank you posts, and posts about your love for Silver Bay.*

### Hashtags:

Using hashtags is one of the best ways to engage your community and share Silver Bay's mission and values with a new audience!

#silverbaythrives #silverbayymca #givingtuesday

## Prompts for social media posts:

Use these prompts to inspire ideas for your social media posts. You can also personalize the email and social media templates that are in the [communication tools section](#)!

- *What's your Silver Bay story? Tell about how you discovered Silver Bay and what it means to you. Post a picture of your favorite place at Silver Bay!*
- *What is your favorite memory from the last time you visited Silver Bay? Talk about what you did and what your favorite part about your visit was!*
- *What do you believe Silver Bay does that makes people and communities better?*
- *What are you looking forward to the most about your next visit to Silver Bay?*
- *Silver Bay has many outreach programs. Which one do you connect with the most and why?*
- *Why do you think it is important to support nonprofits and the organizations you love? Why do you support Silver Bay?*

## Email Templates

*REMINDER: Text in **[brackets]** and **XXs** should be deleted and replaced with your personal information.*

KICK-OFF EMAIL

Subject: Together We Thrive! Silver Bay YMCA and Giving Tuesday

Dear Friends,

As you may know, Silver Bay YMCA is near and dear to my heart and I care deeply about their work in creating opportunities for individuals and families to become their best selves, reconnect with one another, and the chance to be part of a kind and caring community. I am passionate about sustaining the programs, environment, and culture of Silver Bay because they have had a tremendous impact on my life and the lives of so many others.

**[Insert why Silver Bay is important to you! This is the space to share a story about an experience at Silver Bay that has inspired you.]**

One of the most important things I have learned at Silver Bay YMCA is that we can do extraordinary things when we come together for the greater good. This month I am joining Silver Bay YMCA's Giving Tuesday Challenge to raise funds in support of this wonderful community. We are asking those we love and those who believe in the mission of Silver Bay YMCA to support their work with a gift that makes you feel good between now and Giving Tuesday on November 30th. I have set a personal goal of raising **\$XX!** Will you help me by being one of the first people to make a donation?

Please visit my personal fundraising page at [silverbay.causevox.com/MYURL](https://silverbay.causevox.com/MYURL) to make a contribution today. Over the next few weeks, I will be posting on social media to share more about Silver Bay YMCA's mission and impact and why I care so much about the good work they do for children, families, and all who come into contact with this wonderful community.

I hope you will consider a contribution in support of me and this organization that I love so much. Thank you for your care and support!

Sincerely,

**[Your Name]**

Subject: I'm halfway there - help me reach my goal!

Dear Friends,

I know this is a time of year when your inbox and mailbox are filled with gift appeals, but I hope you will consider making a donation, of whatever size, to help me raise funds in support of Silver Bay YMCA. Your support will go such a long way in creating opportunities for children, individuals, and families to connect, grow, and thrive across all of Silver Bay's programs and community initiatives. I care deeply about Silver Bay's programs, like the Cancer Respite Program, Military R&R Program, and the Silver Bay YMCA Teen Center in Ticonderoga, which all give individuals the chance to be their best selves and escape the stresses of a chaotic world.

**[Share a personal connection to Silver Bay and how something about Silver Bay has had a positive impact in your life or has inspired you to do good.]**

Giving Tuesday is about a week away, and thanks to the generosity of many of my friends and family, I am getting closer to meeting my goal of raising \$XX. Will you help me reach my goal by making a gift of \$10 right now?

I am really proud of all the good that comes out of the Silver Bay community and I hope you'll support me by investing in **[insert programs and projects at Silver Bay that are important to you!]**. Here is the link to give to my fundraising page:  
**[link]**

Thank you!

**[Your name]**

Subject: Last chance to help me meet my goal!

Dear friends,

Today is the last day of Silver Bay YMCA's Giving Tuesday Challenge!

Thanks to the generosity of **XX** of my friends, I am really close to my goal of raising **\$XXX** in support of Silver Bay YMCA. Will you help me hit that goal by making a gift right now?

I have told you a bit about Silver Bay YMCA and why their work to strengthen relationships and communities is so important. Your gift will sustain the programs, place, and culture of Silver Bay YMCA today and for generations to come, ensuring that opportunities always exist for children, families, and communities to connect, grow, and thrive.

It would mean so much to me if you would help me to reach my goal and help to further Silver Bay YMCA's goals to create richer, fulfilling relationships and help people to be their best selves. Go to **[link]** to give now!

Thank you so much for your consideration,

**[Your name]**

THANK YOU EMAIL: the completion of your fundraiser

Subject: Thank you so much!

Hi **[Insert name]**,

Thank you so much for making such a kind and generous gift! It means the world to me that you chose to support me and Silver Bay YMCA's mission and work. Silver Bay is an organization that I am proud to champion because **[insert why you support Silver Bay]**. I cannot thank you enough for helping others to become their best selves and strengthen their connections with their loved ones and their communities.

Your generosity will be used to support the overall mission and work of Silver Bay YMCA, sustaining programs like the Cancer Respite Program, Military R&R Program, and the Silver Bay YMCA Teen Center and ensuring that the place, programs, and culture of Silver Bay continue for future generations to connect, grow, and thrive.

Thanks again for your generous gift!

**[Your name]**

## Social Media Templates

*REMINDER: Text in **[brackets]** and **XXs** should be deleted and replaced with your personal information.*

Hey friends! This year I am celebrating Giving Tuesday by fundraising for my favorite nonprofit - Silver Bay YMCA! Many of you know that I care deeply about the Silver Bay community and all the good work it does to help people grow and thrive. **[Insert why Silver Bay is important to you! This is the space to share a story about an experience at Silver Bay that has inspired you.]** My goal is to raise \$**XXX** by November 30th. Would you consider helping me to reach my goal? Check out my fundraising page to learn more about a place that means so much to me and how you can help me to reach my goal!

**[link]**

We are getting closer and closer to Giving Tuesday! I hope you'll support me by investing in **[insert programs and projects at Silver Bay that are important to you!]**. Your support of this special place means the world to me and thanks to the generosity of my friends and family, I'm getting closer to meeting my goal of raising \$**XX**. Will you help me hit that goal by making a gift of \$10 right now?

**[link]**

I am really proud of the community outreach programs run by Silver Bay. Some of their programs provide respite for cancer patients, military personnel, pastors, and families who are financially strained so that they can reconnect with their loved ones. **[talk about what you like about Silver Bay's outreach programs! Which do you connect with most?]**

I love Silver Bay because **[insert a sentence describing the programs or places you love about Silver Bay]**. It would mean so much if you would consider donating to my fundraiser to help support all the wonderful programs that stem out of Silver Bay. Check out my fundraising page for more information!

**[link]**

Did you see the news that Silver Bay's Teen Center is going to reopen in Ticonderoga?? The Teen Center has been closed since March 2020 because of the pandemic. It is awesome that they can start offering this safe space for teens again. So exciting!!

Shoutout to individuals:

Thank you so much for your generous gift, **[tag person who recently donated to your fundraising page]**! It means the world to me that you chose to support me and Silver Bay's work. So grateful for your love and support! <3

End of your fundraiser:

HUGE thank you to everyone who donated to my fundraiser! I cannot thank you enough for supporting me and Silver Bay YMCA. Through your generosity, we raised **\$XXX** to support Silver Bay's mission and work. That is SO amazing!! I love this place so much and I am so grateful that you chose to celebrate Giving Tuesday with me. Thank you!!!