Examples & Customizable Areas Highlighted

2020 YMCA Day of Giving (YDOG) FAQ

MARCH 3, 2020

What is YMCA Day of Giving?

This is a one-day effort to show support for the Y's Annual Campaign, which supports important programs for those in need. Our goal is to grow membership giving and increase awareness that the Y is a charitable organization. This is also a great opportunity to reach out to past donors that have not given to the campaign to date and to help finish the annual campaign.

ASSOCIATION WIDE GOALS:

1) Raise $00,000 (Avg. $00/Donor)
2) Engage 0,000 Donors
3) Serve 0,000 kids and families through donations
4) 00% or More Member Donors
5) 00% or More New Donors

What are you raising money for today?

Although there are dozens of programs and initiatives that the YMCA does with the funds raised in the Annual Campaign, we will be asking each branch to focus on one of the following case areas to promote on March 3rd. Work with your branch team to determine which of the following case areas would be the best for your branch to focus on during March 3rd.

(EACH ASSOCIATION DECIDE WHAT CASES YOU WANT TO HAVE BRANCHS FOCUS ON – Identify one as your key focus area – EXAMPLES:)

1) **SAW (Apartment Swim)**
2) **Youth & Government**
3) **Youth Sports**
4) **Healthy Living**
5) **YMCA Summer Camp**
6) **After School**

Note – The Financial Development Department will be providing one-page customizable fact sheets on each of the focused case areas.

How Do We Set Goals For Our Branch?

Once you have defined a case focus, each branch is asked to come up with some stated goals for the Day of Giving. Focus should be on communicating how you are doing on your goal throughout the day via a lobby thermometer, social media and class announcements. You will be receiving a SharePoint List link for entering your goals, which will be **due by February ?.** The following information will be needed for the YDOG Goals List:

REQUIRED BRANCH Y DAY OF GIVING GOALS:

- Identified Branch Focus Area
- Overall Dollars Raised Goal
- Number of Donors Goal
- Activity to be Conducted on March 3rd (i.e. Spinathon, Jail & Bail, Etc.)

Branch Incentive Program (EXAMPLE)

To make it both fun and competitive, we will be holding an incentive program based on receiving entries for completing tasks and hitting goals related to YDOG. The winner of the Branch YDOG Incentive Program, which will be announced after YDOG, will win a REACH Digital Display Unit and 55 inch monitor ($1,200 Value)! Branches will be afforded one (1) entry for each of the following qualifications and then a random winner will be drawn from the qualifying entries:

- Set a goal for the 2020 YMCA Day of Giving by Feb. 7th. (Number of people donating, amount donated) YDOG LISTS LINK for Goal and Focus Input
- Meet their People Goal
- Meet their Dollar Goal
- Hand in donation numbers on time (by 4pm on 3/4/20)
- Execute an in-branch activity on 3/3/20
- Promote their activity/YMCA Day of Giving on branch social media account (Facebook, Twitter, Instagram)

What Is Our Expected Branch Participation?

While each branch is encouraged to make their Day of Giving as elaborate as they wish, at a minimum, each branch should promote the 2020 Day of Giving with:

- Lobby table promoting Day of Giving (staff and/or volunteer led)
    - Use Y branded tablecloth that AO ordered for your branch
    - Table must be manned by staff/volunteers while branch is open; should have 2-3 individuals at peak/busy times
- 2 posts on branch's Facebook page during the day
    - We encourage branch staff to post 2X throughout the day: Promote the DOG at their branch (AO will provide suggested post language branches can use based on selected program focus)
    - Use #YDayofGiving in Social Posts
- Make intercom/class announcements throughout the day
- Write text to give or website giving address on glass and mirrors **WWW.YMCADAYOFGIVING.ORG** (Use Glass Paint Markers Provided)
- Share updates on total amounts raised throughout the day
- Signage and fliers in the lobby
- Event day activity that will bring awareness to the day (Examples - Zumbathon, Free Food or Beverages, Periodic Drawings, etc.)(See Section on Activities Below)

YDOG Event Day Activities

One of the key success indicators for the branches that did well in the past was developing, promoting and conducting an event the day of YDOG. Work with your staff and volunteers to come up with a fun and creative way to engage your local market/members. Some examples include:

- Zumbathon or Spinathon
- Free Food & Beverages
- Program Fair
- Drawings & Giveaways
- Photo Booth and/or "Why I Give" Photo/Video Booth
- Youth & Family Games
- Swimathon

What Are the Wellness Departments Doing to Support YDOG?

EXAMPLE

The Association Wellness team has worked with the branches to come up with a set of ways that the Branch Wellness Departments can help make an impact on the YMCA Day of Giving, including:

1) GX INSTRUTOR SOCIAL MEDIA CONTEST (optional)
   - February 25 – March 3
   - Post a video on Personal Pages
     - Name, Branch/Class Info
     - YDOG - FREE GUESTS
     - Why you teach at the Y
     - Tag FB Event site
   - Top 3 videos win a SWAG BAG!
2) PERSONAL TRAINING - "TRAIN for a CAUSE"
   - Ask clients to donate "X" amount for the time they train on March 3.
     - Initiative Slogan - "While we are getting you stronger, we are allowing opportunities for others to get stronger too."
3) ALL GROUP X CLASSES - March 3
   - "SELFIE" MIRROR CLINGS and/or SOCIAL MEDIA PICTURE FRAMES
     - Wellness Directors will reach out to instructors who teach March 3. Encourage selfies and announce number to text donation to.

What Are The Expected Assn. Materials & Actions for YDOG?

Each branch will receive unless you tell us otherwise.

- YDOG Party Box (Includes decorations and promotional items for day of)
  - Balloons – 25 per branch/camp
  - Glass Paint Pen
  - Buttons for all staff (full-time & part-time)
  - Stickers for donors that give to YMCA Day of Giving
- Day of Giving banner (vertical, retractable)
- Day of Giving yard signs
- Remittance envelopes for accepting donations via cash, check, money order
- Flyers
- Social media posts
  - The AO will post leading up to the event and 1X on March 5th; posts will come from Branch accounts
- Stand-up signs insert
- Day of Giving images for branches to use on social media
- Talking points for staff/volunteers at lobby table on selected cause
- Video/Photo Sign for "Why I Give" videos and photos
- Program Focus Information Post Cards

How do we implement the "WHY I GIVE" videos/photos?

To help promote the Day of Giving and to help steward our donors, we are proposing that you ask your donors to consider saying why they give to the Y through a short video or with a picture using the "WHY I GIVE" sign

with a short statement of why they gave. WHY I GIVE Instructions:

1) Ask donor to consider giving their reason for giving.
2) Take a short video of their testimony **or** Take a photo of them holding a 'WHY I GIVE' sign with their reason for giving written on the sign.
3) Post the video or picture on your branch social media.
4) Ask the donor to tag the photo to their own social media.

What Are The Advertising Tactics? (DALLAS)

- Home Page Takeover – Dallas Morning News – Date TBA
- Display banners – Various Sites
- Print Ad(s) – February 25th – March 3rd
- Social Media – Posts and Boosted (Paid) Posts from Metro Facebook; February 20th – Mar 3rd
- Website – February 20th – March 3rd
- Email – to LYBUNTs, Members, and Program Participants
- MobileCause (Online Giving Tool) activation email to all campaigners

What Are Some Other Optional Ideas/Strategies for YDOG?

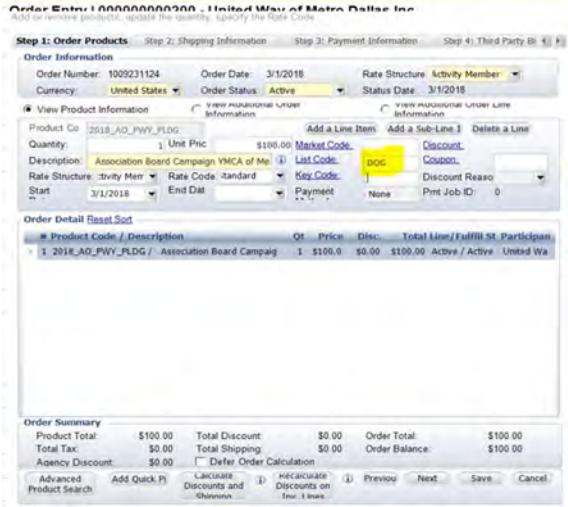
- At lobby tables, engage volunteers that match the clientele for their selected time slots. For example, if there are several water classes scheduled during a shift, have water class participants work the table. This is also a great way to involve board members who aren't comfortable in making direct asks.
- Show campaign/case videos in lobby and/or in group exercise classes
- Hold phone-a-thons at lunch and in the evening. Consider holding call nights at someone's house to create a warmer and more relaxed call night environment.
- Hold a Zumbathon, pushups challenge, spinathon, or other challenges to create buzz and awareness
- Encourage donors to share their support with their friends/family & encourage giving
- Encourage donors to share their support on social media and use the hashtag #YDayOfGiving
- Have a "WHY I GAVE" station with props and posters with messages about programs a donor's gift supports and share on social media.
- Have a small dry erase board for donors to write why they give and share on social media
- Have volunteers / group exercise leaders share why they support the effort at each group exercise class
- Write TXT2Give or website information on branch windows, doors and GX studio mirrors: WWW.YMCADAYOFGIVING.ORG
- Social Posting Ideas:
    - At the beginning of each shift, take a picture of the staff and volunteers manning the table and encourage people to come visit. This is a good time to offer updates on how much you've raised so far and link to your site.
    - Photograph Day of Giving donors, or those that have already given. Post to your branch's Facebook page with the hashtag #YDayOfGiving You can either post these in a photo gallery or as they come in.
    - Encourage the donor to post to their personal page with the #Ydayofgiving hashtag or share the Y's post.
    - Reminder: if your branch has Instagram, you're responsible for posting there as well. It's a good idea to designate a staff member to be responsible for updating social media.

What Are The Ways to Donate On This Day?

1) Remittance envelopes and/or pledge cards:
    i. **If pledging, a signature is required.**
    ii. **If paying by cash, still capture name and email at a minimum.**
2) YMCA Website www.ymcadayofgiving.org
3) DALLAS Y – MobileCause Text2Give: **YDAYOFGIVING** to 51555

DONATION ENTRY NOTES – (DALLAS YMCA)

1) Ensure offline pledges are turned in with a completed envelope. We cannot accept gifts/pledges without a donor's information (No cash donations without donor information) and pledges must have signature.
2) **All pledges and cash donations received at the branch for YDOG must be entered into the system by 4PM on March 4th!**
3) Any gifts entered at the branch for the YDOG need to be coded with a list code of "**DOG**" in Personify. See below samples of how to do in Simple Gift Entry and Order Entry Personify screens. If you have a spelling error, you will get an error message "Invalid List Code Specified". You do not have to capitalize **DOG** and please be sure not to add any blank spaces when you type.



MOBILECAUSE TROUBLESHOOT –

1) If a potential donor receives a "Gateway Error" when attempting to donate, please ask them to:
    a. Check to see if they have entered some piece of information incorrectly. More than likely, this message will appear when the zip code does not match their credit card's zip code.
    b. Refresh their browser or use a different browser (i.e Safari, Chrome, Explorer, Firefox, etc.)

What Is The Timeline For YDOG?

- Feb 3: Creative Materials Printed
- Feb 7: Branch Goals & Focus Area Due Into YDOG Online Lists for Incentive Points
    - YDOG LISTS LINK for Goal & Focus Input
- Feb. 8: Courier – distribute to branches
- Feb 15th (Time 10:30) Informational Webinar
- Feb 20: Day of Giving promotion begins on Facebook by AO – "mark your calendar" posts
- Feb. 20: Remaining Day of Giving Materials delivered to Executives at MAT meeting
    - Templates including REACH template posted on sites
- Feb. 21: Day of Giving signage up in branch
- Mar. 1: Promos for Day of Giving setup begins in branch

- Mar. 3 Email sent to LYBUNTS, members & program participants, plus social updates on branch events and general announcements
- 3/3: Day of Giving Branch Events
- March 4 at 4PM all gifts must be entered into the system
- Mar. After Event – AO to push thank you across all Social Media
- Mar. 15: eNewsletter thanks and follow-up article.
- Mid-March: Day of Giving Survey to Branches

What Are Some Suggested General & Group Ex Announcement Talking Points?

PRE-EVENT MESSAGE - This coming Tuesday, March 3rd is the Y's Annual Day of Giving. Our Annual Campaign supports important programs for those in need. The [insert branch name] is raising funds to support [insert selected branch cause/case]. We're currently at XX% of our $XXX,XXX goal. Will you make a gift to support a [child in need, survivor]?

EVENT DAY MESSAGE - Today is the YMCA's Day of Giving. We hope you will join us in making a donation to our Annual Campaign to help support the important programs for those in need. I'm excited to report we're currently at XX% of our $ X,XXX goal. Your support can go a long way in helping support a [child in need, survivor]?

General Talking Points Tips to Remember

- Your goal is to clearly communicate in succinct, cause-driven language.
- Make an ask tied to your cause. (i.e., Will you give $135 to send a kid to summer camp?)
- Remind members they can pay their pledge anytime throughout 2020 (one time, via credit card/direct debit, monthly, quarterly).
- Fill out pledge card LEGIBLY and COMPLETELY. (Signatures for Pledges)
- Engage members, even if they say no! You're still helping raise awareness.
- HAVE FUN!