



ANNUAL
CAMPAIGN

GIVE
FOR A BETTER US

BEST PRACTICE FOR ONLINE FUNDRAISING

- Prioritize developing a long-term relationship that will encourage increased giving over time.
- Make calls to your assigned donors and prospects first – get commitment. Incorporate online fundraising with GiveButter platform.
- Sending a link to your page is not a substitution for making personal contact with your donors. A link can be a tool for follow-up once you have made a personal ask for a specific dollar amount.
- GiveButter is a great option for family members or out-of-state friends who have a relationship with you but may not be connected with our YMCA.
- After the campaign ends, circle back around and let donors know how much you raised online.
- Average national online gift in 2018 was \$147. For the 2020 Annual Campaign, our average gift raised online was \$152. Online donations account for 4% of gifts for larger non-profit organizations.