



**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 2021 was \$177. For the 2021 Annual Campaign, our average gift raised online was \$147. Online donations account for 4% of gifts for larger non-profit organizations.**