



**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 2022 was \$177. For the 2022 Annual Campaign, our average gift raised online was \$174. Online donations account for 4% of gifts for larger non-profit organizations.