

YMCA CAMPAIGNERS – “My Y Story” on your CORE Campaigner Page

Thank you for joining in our Storytelling Campaign to share why you are onboard helping the Y to raise funds in support of the impact work, the mission, and the engagement of people in our community.

As you share your story on social media, remember people know who you are. You are sharing your story with your friends. What they don't know is “your WHY” why you are involved with this type of community/cause-driven work. Share your passion, and your own excitement. Bring it to life with your own personal compelling story. Thank you for spreading the word.

Keep your story tight. Share with the reader:

- your connection to the Y
- the change in behavior or knowledge you've seen in someone who has been a part of the Y
- Why are you asking them to take action

Confirm that your Default Campaign is set to the correct Y Branch

Put in your Goal Amount that you are working to raise for the Y. You can click on the “Progress” link to see your assigned donors that have given. Remember **this data is confidential**. Only you can see who has given and amounts.

Hit the “Share the link” button to broadcast your story out to the social media channels, or you can copy the link to share directly on a social media channel that is not listed.

Y Story Template Ideas to copy and paste to your page

1. your connection to the Y
2. the change in behavior or knowledge you've seen in someone who has been a part of the Y
3. Why are you asking them to take action

Story Starter 1

- *I proudly get to serve as a volunteer for the YMCA. One of my goals is to help them raise funds for the Y Annual Campaign. At the Y we strive to turn no one away due to an inability to pay. We can accomplish this by asking for support of the Y. Would you consider joining me in giving a gift to the Y? Help me help them turn the corner in serving more people who need the services of the Y!*

Story Starter 2

- *For the past ____ years, I have been a members, donor, and volunteer for the YMCA. At age ____ I started attending the Y when my <parents had to work> <I wanted to play basketball on the Saturday Y Team> <I found a place to join a swim team>*
- *Now, it's my privilege to support the Y by helping raise funds for the annual campaign. These funds are used to underwrite the cost of programs, and to provide financial assistance to those who can't afford the services of the Y.*
- *Will you support me in my effort to help the Y raise funds? Please click on the link below to leave a gift. Thank you in advance for your generosity!*

Stories from other Campaigners posted on their CORE page

Campaigners



Grant Wright - My Y Story

Remove

I have been going to the YMCA since I was 5 years old. The Y was where I first found my love of sports. As an adult, I actively serve on the Downtown Wellmark YMCA advisory board and serve as the chair of this years 2022 Annual Giving Fund. I am excited about all of the great things going on at the Y and to do my part in giving back to my community!

Default Campaign

-- Wellmark Y 2022

Goal

Progress

0.00

Share the link below with your friends and family



<https://dmia.recliquecore.com/donate/now/285647200/161/>

Campaigners

+ Add Campaigner



Cory Mcanelly - My Y Story

Remove

Join me in supporting my 171 reasons "Y" I give to the YMCA Supportive Housing Campus and "Y" I serve on the Board of Managers. 149 residents, 13 staff members, and 9 companion animals who need our help to continue breaking the cycle of housing insecurity in Des Moines.

I joined the Board of Managers for the YMCA after a visit to their campus a few years ago. At that point in time, many did not know my personal story of housing insecurity as a child. Now, so many more people know my story and why I believe it is absolutely critical that we approach housing insecurity with a model that not only provides housing but also the critical case management and wrap around services that are necessary to break the underlying cycles. Housing insecurity is not the problem, it is the symptom. At the YMCA Supportive Housing campus we provide access to the right tools and resources to break these cycles -- mental health, substance abuse, vocational training, financial resources, case management, etc. This is how we will begin to make a meaningful change in our housing insecure community.

Default Campaign

-- Y Supportive Housing

Goal

Progress

15,000.00

Share the link below with your friends and family



<https://dmia.recliquecore.com/donate/now/285311300/304/>

Campaigners

+ Add Campaigner



Chris Bakkie - My Y Story

Remove

I was first introduced to the YMCA at an earlier through an "Indian Guides Program" that my Dad and my brother participated in at the River Front YMCA in Downtown Des Moines. This was the first of many programs within the Des Moines YMCA, that supported my physical and spiritual development over the past 67 years. From learning to swim at an early age, to now playing masters water polo, with the Des Moines Water Polo Club, the YMCA has been a constant in my life.

Default Campaign

-- Walnut Creek Y 2022

Goal

Progress

10,000.00

Share the link below with your friends and family



<https://dmia.recliquecore.com/donate/now/802334500/157/>

YMCA CAMPAIGNERS – SETTING UP YOUR PAGE

1. Login to Core at <https://dmia.recliquecore.com> and click the Donations tab.

YMCA OF GREATER DES MOINES

the Y FOR YOUTH DEVELOPMENT™ FOR HEALTHY LIVES FOR SOCIAL RESPONSIBILITY

Classes Programs Memberships

Donor, Betty MID: 10000006513 Current Due \$ 0.00

Non-Member UID: 100003941

Account Invoices Payment Methods Programs Unpaid Donations Scheduling

Walnut Creek Log Out

Active \$ 0.00 / monthly by Invoice

Members + Add Member

Betty Of the Donor 121 years old

2. From the Donation page, scroll to the bottom of the page to set up Campaigner information
3. Click **+ Add Campaigner** and select your name

YMCA OF GREATER DES MOINES

the Y FOR YOUTH DEVELOPMENT™ FOR HEALTHY LIVES FOR SOCIAL RESPONSIBILITY

Classes Programs Memberships

Donor, Betty MID: 10000006513 Current Due \$ 0.00

Non-Member UID: 100003941

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Give Now

Would you be willing to help your YMCA raise funds to serve our community? We would love your help! You can add yourself as a campaigner, enter your personalized Y story, image and goal. Once you save your personalized details (or use the association defaults) you can **SHARE** your link and let everyone know how you are trying to help your community.

Can + Add Campaigner + Add Campaigner

+ Add Campaigner Betty Donor

4. Insert your campaigner story

Campaigners

+ Add Campaigner ▾



Betty Donor - My Y Story

Remove

Your branch campaign leaders will provide talking points to include if guidance is needed to create your story.

Default Campaign

▾

Goal

1,000

Share the link below with your friends and family



<https://dmia.recliquecore.com/donate/now/10000006513/>

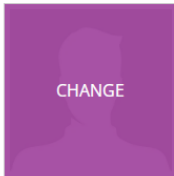
Cancel ✕

Save

5. Select which campaign you like your donors to contribute

Campaigners

+ Add Campaigner ▾



Betty Donor - My Y Story

Remove

Your branch campaign leaders will provide talking points to include if guidance is needed to create your story.

Default Campaign

-- Walnut Creek Y ▾

Goal

1,000

Share the link below with your friends and family



<https://dmia.recliquecore.com/donate/now/10000006513/157/>

Cancel ✕

Save

6. Enter your personal campaign goal

Campaigners

+ Add Campaigner ▾



Betty Donor - My Y Story

Remove

Your branch campaign leaders will provide talking points to include if guidance is needed to create your story.

Default Campaign

-- Walnut Creek Y ▾

Goal

1,000

Share the link below with your friends and family



<https://dmia.recliquecore.com/donate/now/10000006513/157/>

Cancel ✕

Save

7. Save your work to this point

Campaigners

+ Add Campaigner



Betty Donor - My Y Story

Remove

Your branch campaign leaders will provide talking points to include if guidance is needed to create your story.

Default Campaign

-- Walnut Creek Y

Goal

1,000

Share the link below with your friends and family



<https://dmia.recliquecore.com/donate/now/10000006513/157/>

Cancel

Save

8. Share and/or copy the link with your renewing and new donors

Campaigners

+ Add Campaigner



Betty Donor - My Y Story

Remove

Your branch campaign leaders will provide talking points to include if guidance is needed to create your story.

Default Campaign

-- Walnut Creek Y

Goal

1,000

Share the link below with your friends and family



<https://dmia.recliquecore.com/donate/now/10000006513/157/>

Cancel

Save

a. Social media options are Facebook and Twitter



b. The icon will open your email and create a generic email to send out

c. You can simply copy and paste the link into an email you create or send out as a text message from your phone

Share the link below with your friends and family



<https://dmia.recliquecore.com/donate/now/10000006513/157/>

9. Save your work again

10. Track your progress throughout the campaign by clicking on Progress

Default Campaign

-- Walnut Creek Y

Goal

1,000.00

Progress

Share the link below with your friends and family



<https://dmia.recliquecore.com/donate/now/10000006513/157/>

Cancel

Save

