



Here for Our Community: Then, Now, Always

YMCA Annual Campaign Social Media Templates

You can help promote our Annual Campaign to new audiences by posting on your personal social media accounts. Below are customizable caption templates to help guide you. Feel free to include language from any of the provided campaign materials (e.g., statistics from the Case for Support or donation dollar amounts within the brochure).

The more personal your post is, the more your social contacts will engage. Share your Y story, explain why the Y is meaningful to you, or highlight your favorite impact stories. Add images to your post for even more impact, pulling from those provided or using photos of your own.

Sample Posts

- The *[YMCA of Greater Des Moines or your branch/program affiliation]* is about helping individuals of all ages, backgrounds, and income levels reach their full potential. I support the Y's Annual Campaign because *[insert personal reason for giving]*. Ask me how to support the Y's cause or give online today at dmymca.org/give!
- The YMCA of Greater Des Moines has been a leading nonprofit for over 150 years, working to create opportunities for all, like access to life-saving swim lessons, enriching child care, and affordable, supportive housing. Are you ready to support the Y? Give online today at dmymca.org/give!
- There are a lot of reasons to support the YMCA's Annual Campaign, and today, I want to share a few of mine. I give to the Y because: *[Insert a list or bullet points about your reasons for giving]*. Will you join me in supporting the Y's Annual Campaign? Ask me how to make a difference or give online today at dmymca.org/give!

- Giving to the Y is more than just making a donation, it's making a difference. Your gift has the power to provide life-saving swim lessons, supportive housing, essential child care, and more. Every dollar of every gift stays right here in our community, ensuring that we all have access to the resources, relationships, and opportunities we need to learn, grow, and thrive. Are you ready to support the Y? Give online today at dmymca.org/give!
- Here for Our Community: Then, Now, Always. ❤️ The YMCA of Greater Des Moines has been a leading nonprofit for over 150 years, working to create opportunities for all, like access to life-saving swim lessons, enriching child care, and affordable, supportive housing. Our Annual Giving Fund helps provide these programs and services for people of all ages, backgrounds, and income levels.

Did you know your gift can make a meaningful, enduring impact right here in our community? Learn more about our 2025 Annual Campaign at dmymca.org/annualcampaign or make a gift today at dmymca.org/give!

- Each year in the US, over 3,000 people die from drowning. I give to the YMCA's Annual Campaign to ensure that every child and adult in our community has access to life-saving swimming lessons and water safety education. Will you join me in helping drown-proof our community? Give today at dmymca.org/give
- When you give to the Y, you open up opportunities for people of all ages, backgrounds, and income levels. You change lives.

Your gift to the Y can provide:

- ⚽ A team jersey and a sense of belonging for a child in youth sports
- 🏠 A safe and supportive place to call home at the YSHC
- 🏊 Life-saving swim lessons and water safety education
- 👟 A sense of confidence and accomplishment through Girls on the Run

Ask me how to support the Y's cause or give online today at dmymca.org/give!