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## Y-Corps 2019 5 Steps to Successfully Fundraising

*"You make a living by what you get.  
You make a life by what you give."*

Within this packet, you will find the necessary steps to build a successful Y-Corps fundraising campaign. **Remember**, thousands of Kentucky students have graduated from the Y-Corps program, and past participants have been able to meet – oftentimes exceed – their philanthropic goals. This work will be a challenge, but in the end you will gain skills that will help you in every facet of your life. Let's get to work!

*\*Giving website and deposit slip instructions, as well as answers to frequently asked questions are included on page 3.\**

### 1. Create your Case Statement

The first step to creating a successful campaign is making your case. Why should people donate to your fundraising page? Why should they care? Donations are investments, and people want to make sure they are investing in causes and missions that will better their communities and tackle issues they care about. Before you make ANY asks, take time to answer the following questions.

- a) Why did I apply to the Y-Corps program?
- b) Why is the Kentucky YMCA Youth Association important to me? Why do I want this organization to succeed?
- c) Why is the Y Scholarship Fund important to me, and to the mission of the Y?
- d) Why is it important for me to raise money for the Y Scholarship fund?
- e) What will my fundraising accomplish?

These questions are just a starting point. You want to make sure you answer the Who's, What's, Where's, When's and Why's. The most important piece though, is sharing your personal connection and your personal stakes in the game. People give to other people – not to organizations. The people you ask for money are not going to give to the Y just because it's important. They will give because YOU ask them to, and because they understand your connection to the Y community and your goals to make it a better place.

### 2. Create a Relationship Chart

One of the most important steps, is figuring out who are you going to ask and for how much? Use the provided Relationship Chart to brainstorm your prospect donor list. This chart can be returned to throughout your campaign and will serve as the launch pad of your fundraising action plan.

### 3. Make a Plan

*Hope is not fundraising plan.* If you reach out to Meghan with fundraising issues, she will ask you, “what was/is your plan”. Make sure you have one. Use the fundraising projection sheet to calculate where you need to be on any given day of your fundraising journey. **Set** action and fundraising goals each week. Make sure your plan includes a diverse set of tactics – do not put all your eggs into one fundraising effort! See below for examples.

Example Weekly goals:

- Reach out to 5 people each week (1-2 people each day). This can be email, phone, or a social media
- Make 2 social media posts sharing my fundraising page
- Follow up with 3 people I reached out to two weeks ago
- Get 3 donors each week

Fundraising Plan for the Week of February 25 – March 1

Dollar Goal: Raise \$200

Actions I will take:

- Reach out to the following people with a personalized email ask for \$50 each
  - o Mark
  - o Shameka
  - o Ms. Thompson
  - o Abby
- Make one post on all of my social media accounts, including Facebook, Twitter, and Instagram. Tag people who already gave, as long as they’ve given permission, and thank them for participating.
- Call the following people to follow up on my ask
  - o Grandma (asked for \$100)
  - o Coach Smithson (asked for \$25)
- Call Juan and ask for a \$25 donation
- Mow Mr. Simpson’s lawn and put the \$30 into fundraising
- Make sure bake sale plan is set for next week

**4. Do the Hustle**

The secret to fundraising, is getting out there and doing it. Procrastination is not your friend, and is not a valid excuse for failing to meet your goal. Stick to your plan and be consistent in your outreach. You will be told no, and that’s ok. Not everyone you reach out to will donate, and that’s ok. If you remain consistent in your outreach, follow your plan, and use a number of **different** tactics, you will reach your goal.

**The most important note:** You cannot expect to reach your goal simply by posting on social media everyday. It will take multiple tactics to secure gifts to your campaign. Students who have struggled in the past are students who have only tried to raise money using one form of fundraising. Successful students are those who have made asks in a multitude of ways. This will take work and it will take planning, but the lessons you are learning through this fundraising challenge will stay with you for the rest of your life. If you plan to own a business, advocate for a cause you believe in, work in politics, or work for a nonprofit – you will be using the same skills set.

**5. Thank You, Next**

Saying thank you is the MOST IMPORTANT step in fundraising. Make sure you thank your donors in a way that is meaningful to them. Thank them when they agree to make a donation AND when they make the actual transaction. Some examples of how to say thank you are:

- Write a thank you note
- Call and say thank you
- Tag a donor if they give you a gift through your fundraising webpage (make sure they are comfortable with this type of public recognition)
- Provide them updates on your Y-Corps experience using your classy page and social media.

Last helpful tip: If you are close to your goal, sometimes the donors who stepped up early can help by connecting you to their network. Don't be afraid to update your donors on the progress of your campaign. You never know who will step up to help you when you ask!

*"I've learned that you shouldn't go through life with a catcher's mitt on both hands; you need to be able to throw something back."*

*Mava Anaelou*



## Logistics of Fundraising: Y-Corps 2019

Go online at <http://www.kyymca.org/y-corps/resources/> to access helpful materials, deposit slips and more.

### How to make your 2019 Y-Corps fundraising page:

\*\*\*\*Read all directions before creating page\*\*\*\*

1. Go to [give.kyymca.org/ycorps2019](http://give.kyymca.org/ycorps2019)
2. Select, "Become a Fundraiser"
3. Select, "Join a Team"
4. Scroll, as needed, to find your Y-Corps team and select.
5. Follow the next series of prompts to create and personalize your personal fundraising page. Please select an appropriate profile picture where your face is clearly seen. Set your fundraising goal to the amount as directed in your acceptance email.
6. When providing your "personal URL", please use the following format: FirstnameLastname2019. For example: MeghanRouse2019. This will allow us to better track your fundraising successes and organize our efforts.
7. Begin fundraising! You can share the URL of your personal fundraising page on social media, in emails, in letters, etc. to direct prospective donors to your page.

\*\*Note: If a donor fails to donate to your specific page but does donate to the general Y-Corps website, please email Meghan Rouse at [meghan@kyymca.org](mailto:meghan@kyymca.org) with the following information: Your full name, your service trip, the name of the donor, and (if you know) the donation amount and when they gave.

## Y-Corps Fundraising FAQ

### Q. I received a Cash or Check donation, what do I do?

All Cash or Check donations must be mailed to the Kentucky YMCA using the **Y-Corps Deposit Slip**. You must fill out ALL of the donor information for each donation on the deposit slip. We will add the donation into your fundraising page once we receive your deposit slip. The IRS requires all non-profits to send donors a Contribution Receipt through the mail, so we need your help with this.

### Q. I received a donation made out to me, not the KY YMCA, what do I do?

You can endorse the check to us by signing the back and writing "Payable to the KY YMCA" or by depositing it and mailing in a check from your account, while submitting all the original donor's information on your deposit slip.

### Q. Can I turn my cash donations into a single check before mailing?

Yes, but you **MUST** list each individual cash donation and donor information on your deposit slip, along with the check number that includes the donation. Please do **NOT** turn your cash donations into a online donation via a personal credit card, as this will create an error in our system.

### **Q. If I do a Fundraising Event, how do I record it on my deposit slip?**

If possible, please bring copies of the Deposit Slip with you to your Fundraising Event. Ask anyone that gives to provide their donor information so we can send them a Contribution Receipt. If the fundraiser is anonymous, like a Penny Drive, Bake Sale, or Donation Jar with multiple small donations, this is the ONLY time that you would simply put the name of the fundraiser (ex: Tracy's Y-Corps Bake Sale – \$100) on the deposit slip without any donor information.

### **Q. If I do a fundraiser with other Y-Corps members, how do we report it?**

Once you have your grand total, divide it evenly between participating Y-Corps members. If the donations are in cash, divide the cash and have each Y-Corps member submit it with a deposit slip. If you get a check from a business or organization that assisted with the fundraiser, submit the check with a deposit slip and indicate which Y-Corps members should receive an equal portion of the total.

### **Q. If a business or organization donates, how do I record it on the deposit slip?**

If you have a donation that would like to be recognized as a business or organization (ex: Church Group, Rotary Club), you still must complete the information on the deposit slip. List the business/organization's name and mailing address, and get an email address for someone in the business/organization.

### **Q. What do I need to know about the online donor fees?**

Donors have the option to cover the fees that are taken out by the online credit card processing system and website host for your fundraiser. When they choose to do this their intended gift amount comes in full to the KY YMCA. These gifts often show up as having an odd dollar amount rather than a flat dollar amount. The online fundraising system includes their "fee given" amount into your fundraising totals. We encourage you to keep track of all your donation amounts and try to ensure that without the "fee given" amounts that you are raising your Y-Corps goal. It is not a requirement to raise more than what your thermometer says, but simply an opportunity for you to raise as much as you can for the YMCA Scholarship Fund.

**If you have any questions about your giving profile, depositing gifts or online giving please do not hesitate to reach out to Meghan Rouse. Some things to note:**

- **Please give Meghan at least 48 hours to respond to any email.** During Y-Corps season, there can be quite a few emails sent in a day, and it can take some time to gather the needed information to help you.
- **It can take between 7-14 business days for any donations mailed to the office to be reflected on your fundraising page.** Donations must be processed before they are recorded online, and this does take some time when many students are mailing donations in. Furthermore, it can take a few days for mailed items to reach our offices.
- **Include full addresses for any donors on deposit slips – including zip codes.** Please write legibly. The Y is responsible for providing all donors receipts for their gifts.

Best of luck as you embark on this journey! Do the work, be prepared and plan ahead. You will be successful!