



DAY OF GIVING AMBASSADOR GUIDE

What is an Ambassador?

Ambassadors are those connected to the YMCA who can participate throughout the YMCA Day of Giving to help further the success of our fundraising efforts and raise awareness of our mission.

What does an Ambassador do?

There are multiple ways Ambassadors can support the YMCA Day of Giving! We ask that all Ambassadors share a personal fundraising page (see below for further instructions), but there are many other ways to engage as well!

Ambassadors can:

- Make a personal contribution to the Y
- Share their fundraising page with family and friends
- Share the Y's social posts on Facebook, Instagram, and/or LinkedIn
- Send emails and/or texts to family and friends about the YMCA Day of Giving
- Create an opportunity for Ambassador's employer and other affinity groups to engage with the YMCA Day of Giving
- Share their Y story at a Group Exercise class or other group class at the Y (if applicable)

Where/how do I create a fundraising page?

To create a fundraising page, please select the location below for which you'd like to raise funds.

[Brace Family YMCA](#)

[Morrison Family & Sara's YMCAs](#)

[Childress Klein & Dowd YMCAs](#)

[Simmons YMCA](#)

[Harris & Harris Express YMCAs](#)

[Steele Creek YMCA](#)

[Johnston YMCA](#)

[Stratford Richardson YMCA](#)

[Keith Family YMCA](#)

[YMCA Camp Harrison](#)

[Lake Norman YMCA](#)

[YMCA Camp Thunderbird](#)

[Lowe's YMCA](#)

[YMCA of Greater Charlotte](#)

[McCrorey Family YMCA](#)

THANK YOU FOR BEING CONNECTED TO OUR MISSION!

We couldn't do this work without you!

Where/how do I create a fundraising page (continued)?

Once you've selected the location for which you'd like to raise funds, please follow the instructions below:

1. Select "Start fundraising"
2. Select "New to JustGiving? Sign Up" to create your account
3. Select "Yes" or "No" and then "Next"
4. Select "Just Fundraising" and "Next"
5. Select the option that pertains to you. If you don't have an occasion, select "No Occasion" or "Skip this question" and then select "Next".
6. On the Fundraising Goal page, please adjust your goal (if you see fit) and select "Next". Please note, these are set to default to a suggested amount.
7. On the story page, you will see default content related to the Day of Giving. Feel free to add your own personal story here in addition to this content! Once finalized, select "Next".
8. On the page cover page, you will see a default YMCA logo. Feel free to add your own personal picture/video if you'd like. Once complete, select "Finalize".
9. Click "Launch my page"
10. Click "Check out my page"
11. From here, bookmark/save your fundraising page link. You'll also receive an email will

How do I share my fundraising page?

Select the "Share" option on your fundraising page, copy the link and paste and share via email, text and your social media channels.

How do I make a gift on my own fundraising page?

Select the "Give Now" option on your fundraising page.

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How do I access/share the YMCA's social media content?

Although you may create your own social posts, it is highly recommended that you tag-on to the messages that we'll be posting on our channels. This will significantly help our engagement and reach with this effort, thus helping us bring in more support! Information on our Y social media channels are below:

Facebook:

1. Like and follow the [YMCA of Greater Charlotte](#) page and your center/camp page on Facebook
2. Posts will happen throughout the month of May during the campaign– find the post about YMCA Day of Giving, hit Share (bottom right of post), add a personal message around why you love the Y/why you believe in the Y's mission (**note – be sure to include your peer to peer fundraising page in the post!**), then select the blue Share Now button.

LinkedIn:

1. Follow the [YMCA of Greater Charlotte](#) page on LinkedIn
2. Posts will occur throughout the month of May during the campaign– find the post about YMCA Day of Giving, click Repost, click either Repost with your thoughts, add a personal message around why you love the Y/why you believe in the Y's mission (**note – be sure to include your peer to peer fundraising page in the post!**), then select Post.

Instagram:

1. Follow the YMCA of Greater Charlotte on Instagram – The Y's handle is @ymcacharlotte
2. Posts will occur throughout the month of May during the campaign. To share a post to your story on Instagram: find the post about YMCA Day of Giving, click the icon that looks like a plus sign with a circle around it called Add to story, add a personal message around why you love the Y/why you believe in the Y's mission (**note – be sure to include your peer to peer fundraising page in the post!**), click Your Story.

Wait! I still have questions!

Please reach out to Dalton Moore, Director of Annual Giving at dalton.moore@ymcacharlotte.org or to your location's financial development staff member. Contact list and information are on the following pages.

THANK YOU FOR BEING CONNECTED TO OUR MISSION!
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Contacts:

Association Office

Dalton Moore | dalton.moore@ymcacharlotte.org | 704-860-6896

Brace Family YMCA

Stacey Dobbins | stacey.dobbins@ymcacharlotte.org | 704-516-7950

Camp Harrison

Maggie Keller | maggie.keller@ymcacharlotte.org | 919-434-5812

Camp Thunderbird

Maggie Keller | maggie.keller@ymcacharlotte.org | 919-434-5812

Dowd and Childress Klein YMCAs

Dalton Moore | dalton.moore@ymcacharlotte.org | 704-860-6896

Harris and Harris Express YMCAs

Courtney Stout | courtney.stout@ymcacharlotte.org | 502-807-0840

Rick Dunlap | rick.dunlap@ymcacharlotte.org | 704-890-6310

Johnston YMCA

Dalton Moore | dalton.moore@ymcacharlotte.org | 704-860-6896

Keith Family YMCA

Debbie Smith | debbie.smith@ymcacharlotte.org | 704-953-6856

Lake Norman YMCA

Judi Herr | judi.herr@ymcacharlotte.org | 704-272-8446

Lowe's YMCA

Lindsay Lowry | lindsay.lowry@ymcacharlotte.org | 910-740-2204

McCrorey YMCA

Debbie Smith | debbie.smith@ymcacharlotte.org | 704-953-6856

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Morrison Family and Sara's YMCAs

Andi Kennington | andi.kennington@ymcacharlotte.org | 704-618-1912

Simmons YMCA

Stacey Dobbins | stacey.dobbins@ymcacharlotte.org | 704-516-7950

Steele Creek and Sara's YMCAs

Andi Kennington | andi.kennington@ymcacharlotte.org | 704-618-1912

Stratford Richardson YMCA

Debbie Smith | debbie.smith@ymcacharlotte.org | 704-953-6856



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