

GiveSmart Fundraiser Online Tool Tutorial

PEER-TO-PEER ONLINE FUNDRAISING TOOL TUTORIAL

GiveSmart's Peer-to-Peer Fundraise Tool is our online fundraising platform. You can create your personal fundraising page to share with friends and family to collect Campaign gifts. It's easy!

Here's how to set up your Peer-to-Peer page:

- Visit your Southeast Ventura County YMCA GiveSmart fundraising page
<https://fundraise.givesmart.com/vf/YCampaign>
- Click on Become a Fundraiser
 - Fill in all the fields: First Name, Last Name, Mobile Number and Email.
 - Click on Become a Fundraiser
- Customize your Peer-to-Peer Page
 - Upload a picture of yourself
 - Set your personal fundraising goal
 - Set your personal messages, see below for example
 - Click "Save" to go to your page or "Join or Create a Team" if you are part of a team
- Share your page with your network by clicking on the Facebook, Twitter or email icons to automatically create a message with a link to your fundraiser page.

A "thank you" email automatically sends once a donation is made to your page, but we ask you to follow up with a personal thank you, too!

BEST PRACTICES

Strong Headline: Use clear and concise headline that immediately grabs attention and explains the purpose of the fundraiser.

Share your Y story: Sharing your story will help resonate with your audience and highlights the impact of their donation.

Call to Action: Use clear and direct call to actions, such as "Donate Now" or "Support Our Cause."

Mission Statement: Use the Y Mission statement.

- The Southeast Ventura County YMCA builds relationships, impacts lives and strengthens our community through youth development, healthy living and social responsibility.
- Send to friends and families.

Fundraising Funds: Share about Safety Around Water, Find My Genius, Financial Scholarships and Y Champions (provide links or QR codes).

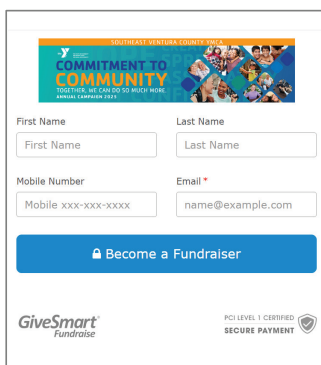
Social Media: Share content using our premade social squares or create video and share.

Speak Positively: Share positive messages of the YMCA and other organizations that a donor might give to.

Ask Questions: If you have questions or are unclear about a program or the mission, please reach out to your director or campaign team.

STEP 1

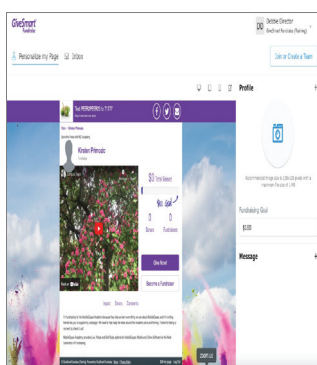
Become a fundraiser



1. Click the "Become a Fundraiser" button
2. Fill in your information and submit
3. Click "Personalize my Page"

STEP 2

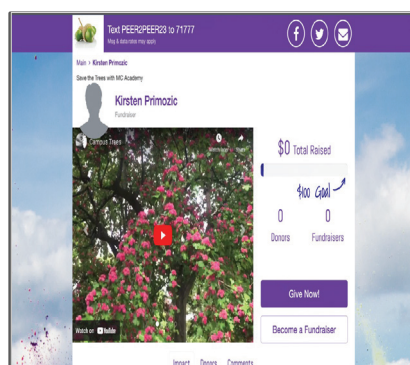
Personalize your page



1. Upload a picture of yourself
2. Set your personal fundraising goal
3. Personalize your message
4. Click "Save" to go to your page or "Join or Create a Team" if you are part of a team

STEP 3

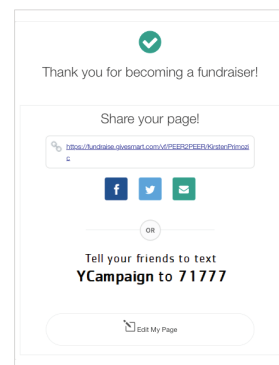
Share your page



1. Share your page with your network by clicking on the Facebook, Twitter or Email icons to automatically create a message with a link to your fundraiser page

STEP 4

Revise your page



1. Save the confirmation email for the link to edit or update your page
2. It also includes your personal URL, social share buttons, and keyword and shortcode for sharing

Need help setting up your page. Contact Brie at bseverino@sevyymca.org.

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VIDEO TUTORIAL
FUNDRAISER SIGNUP
WALKTHROUGH

VIDEO TUTORIAL
SCAN HERE

