



American Youth Foundation Centennial Campaign

Community Member Fundraiser Toolkit

Welcome to Peer-to-Peer Fundraising!

Our AYF community is the best resource for helping us successfully complete our Centennial campaign. Who knows the impact of a Merrowvista or Miniwanca experience better than you?

A campaign that utilizes its community members is called a peer-to-peer fundraising campaign, and it taps into the network of each individual choosing to become a member. This means the network of potential donors the AYF can reach in the campaign is multiplied because of you and your personal story with the organization. Think of it like taking a torch from the fire and lighting many other torches in the community!

We have Centennial Campaign website set up with Givebutter. Here is the direct link: <https://givebutter.com/AYF100> Familiarize yourself with the site and see how user-friendly it is! You can check out our new centennial video while you are there.

Below is a guide on how to set your team member profile so you can become a community fundraiser for the campaign. Once you have your team member profile created, you can join an existing fundraising team (maybe an NLC class you were in, one of our camps you attended, or any other group you feel connected to).

How to Create a Givebutter Team Member Profile

STEP 1: Visit <https://givebutter.com/AYF100>





STEP 2: Click the “Join Fundraising” button in the Team Member section

\$0 0 Supporters

0% of \$4,000,000 goal

Team Leaderboard

 Join Fundraising

1		Camp Merrowvista 0 members	\$0 >
2		Enlightenment NLC Class of 1998 1 member	\$0 >
3		Girls Camp Reunion 1 member	\$0 >
4		Miniwanca Four Trails 0 members	\$0 >

STEP 3: Fill out the details for your login and click “Sign Up.” On the next screen, add a few details such as your personal fundraising goal and your story. This section allows you to share your personal AYF story and why you are fundraising for us. A few tips:

- Share your AYF history. Which programs were you part of? How old were you when you attended? What are some of your favorite camp memories?
- Complete this sentence: “I’m fundraising for the AYF because...” Why do you think this work is worth your financial support? Why should others donate to your fundraiser?
- The more personal the story, the better! Your personal AYF experience is so powerful, and we hope you’ll share it with others.
- Here’s an example to get you started: <https://tinyurl.com/BethsAYFSupport>

Then click **Join this fundraiser**.

STEP 4: You'll be taken to your newly created team member page! Make a note of the web address – that's your personalized link. Share this web address to receive credit when other people make a donation because of you!

STEP 5: Donate to your own campaign. Users who donate to their own campaigns are more likely to raise a larger amount and have greater success in their effort.

(For additional details and Givebutter Support visit [How to join a campaign as a team member](#) and here is support for [How to manage your team member page](#))

Are you a Centennial Captain?

If you are leading one of our Teams (as a mentor for a NLC class, a leader for a camp or alumni group, etc.) and you are creating a Team on Givebutter, you will see that as an option on the page. Please check the team list before creating a new team to be sure that NLC class or camp group does not already exist. Consider who else will be on that team so you can set a realistic fundraising goal. Many of our alumni have multiple program allegiances – we know that friendly competition is part of the AYF spirit!

Lighting the torch with your personal network

Givebutter has a user-friendly area where you can share your page with people via email. This is a great place to start. You can personalize your message, and this tool will track who on your contacts has donated. **A few best practices to consider:**

- Direct links to your personal Givebutter fundraising page should be included with every post, email, or text. **We do not recommend QR codes.** People cannot always scan a QR code from a social media post, email, or text message while they look at it on their phone, which is where most people will see your message. **A direct link to the Givebutter fundraising page works in all instances and is the best option.**
- **Shorten your link.** Shorten your long URL using Tiny URL. Go to <https://tinyurl.com/> and paste your personal fundraiser link into the box provided. Click Shorten URL, then click Copy, and paste it into your browser's address bar to test.
- **Make it personal!** You will have the most fundraising success if you share why the AYF matters to you and your family. Why do you think the AYF is worth supporting after 100 years? What did you and/or your children get out of it?
- **Don't be afraid to ask again.** How many times have you read a text or email and thought, "Oh, I'll get right back to them," and then completely forgot to follow up?

It happens! Give people a few days, then politely follow up with a second request. We've provided an example of how to do this via email below.

- **Say thank you!** When someone does donate, make sure to thank them promptly! We will also reach out and thank them on behalf of the AYF, but the personal touch from you is what's most important to your donor.

Photo Guidance

We will provide you with some AYF marketing photos, but **we strongly encourage you to share photos from your own camp experiences.** Your personal networks will love to see photos of your special moments at camp rather than unfamiliar kids in marketing images. Got a throwback shot from the 1970s or family photo after a triumphant Odyssey return? Those are the perfect images to illustrate your story and your family's story with AYF.

Email

We've provided two email templates below: one for an initial reach out and one for a follow-up email. We encourage you use this language as guidance, but please feel free to customize and adjust to sound more like you.

The most important part of the email to make sure you include a direct request to donate to your online fundraiser and provide a link.

Template 1:

Hi [NAME],

I'm reaching out to ask you to support a nonprofit that had a profound impact on me/my child: the American Youth Foundation. The AYF helps children and teens from across the country discover and develop their best selves at two beautiful camps, Miniwanca on Lake Michigan and Merrowvista in the Ossipee Mountains of New Hampshire.

[SHARE A SENTENCE OR TWO OF A POWERFUL MOMENT WHEN YOU/YOUR CHILD ATTENDED CAMP, NLC, OR OTHER AYF PROGRAM]

The AYF is celebrating 100 years of empowering youth, and I want to make sure they can continue to change lives for the next century. That's why I'm pledging to raise [AMOUNT] for the AYF's centennial capital campaign.

Will you help me? Please donate to my online fundraiser at [LINK]. Any amount is appreciated and will make a huge difference in the lives of the kids and teens the AYF serves.

Thank you for considering, and please let me know if you have any questions!

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Template 2:

Hi [NAME],

Hope you're doing well! I'm following up on the email I sent you a few weeks ago asking you to please consider supporting a cause that's very important to me: the work of the American Youth Foundation.

The AYF has empowered thousands and thousands of people since its founding in 1925 – and I'm one of them. I want to make sure kids and teens will continue to have transformative experiences like mine for the next 100 years.

Please, will you donate to my online fundraiser at [LINK]? Any amount is appreciated and will make a huge difference in the lives of the kids and teens the AYF serves.

Thank you for considering!

Social Media

Your reach can go beyond your email address book, too. This social media template can be adapted for Facebook, Instagram, LinkedIn, and Bluesky/Twitter. A few platform-specific notes:

- **Facebook/LinkedIn:** Adding a photo is recommended for maximum visibility. We recommend tagging the American Youth Foundation (and/or Miniwanca and Merrowvista) in your text.
- **Instagram:** A photo is required to post. We also recommend tagging @camp_miniwanca, @merrowvista, and/or @nlc_ayf if you'd like. Finally, you

cannot click a link in the text of an Instagram post. Instead, say: “Please send me a message on Instagram and I’ll share my fundraiser link with you!” Then check your messages and send the fundraiser link as needed.

- **Bluesky/Twitter:** These platforms limit character count to 280 to 300. The template below is 265 characters. Be aware you may need to adjust when you add your link or change the text.

Social Media Template:

The American Youth Foundation is turning 100! This nonprofit changed my life and made me who I am today. That’s why I’m supporting the AYF’s work – so they can empower youth for another 100 years. Will you donate to my fundraiser? [LINK] Any amount is appreciated!

Thank you so much for supporting AYF and joining us in the Centennial Campaign! Please reach out to Advancement if you need help along the way or have questions for our team.



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