



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# Sample Social Media Posts

## ANNUAL CAMPAIGN – ANN ARBOR YMCA

Below are some examples of suggested content for your personal social media accounts. You can copy and paste them right into a post or tweet, adding your branch affiliation. But the more you can personalize, the more your social contacts will engage with you. Tell people why the Y is important to you and your family. Share how involvement has impacted you. Combine these with the social images we provided on the campaigner resource web page for even more impact or use a photo of your own.

### SAMPLE POSTS

- » At our core, the Y is about helping individuals reach their full potential, no matter who they are or where they are from. The Ann Arbor YMCA [or change to your branch name] helps people in our community reach their full potential. Give online at [www.AnnArborYMCA.org/Give](http://www.AnnArborYMCA.org/Give) and help us #MultiplyTheMission.
- » The Y believes everyone deserves the same opportunities, no matter who you are or where you are from. Learn more about the work the Ann Arbor YMCA is doing in our local community, and how you can support these efforts during the Annual Campaign. Give online at [www.AnnArborYMCA.org/Give](http://www.AnnArborYMCA.org/Give) and help us #MultiplyTheMission.
- » The Ann Arbor YMCA continues to serve the needs of our community. From swim lessons to afterschool care and personal training to preschool, we are here to help connect you to the resources you need to achieve your personal goals. This is only available through the generosity of donors and volunteers. Are you ready to support the Y? Give online at [www.AnnArborYMCA.org/Give](http://www.AnnArborYMCA.org/Give) and help us #MultiplyTheMission.
- » I met [@tag a Y friend or friends] at the Ann Arbor YMCA [or change to your branch name] and I could not imagine my life without [him/her/them]. I am supporting the YMCA this year to make sure everyone is able to have the same opportunities no matter their ability to afford it. Give online at [www.AnnArborYMCA.org/Give](http://www.AnnArborYMCA.org/Give) and help us #MultiplyTheMission.
- » Camp [AGQ/Birkett/Camp Name] has been an amazing experience for [your child's name]. It's given [him/her/them] confidence and helped them make new friends. This year we're giving to the Y so every kid in our community can experience camp. Will you join us in donating to the YMCA Annual Campaign? Give online at [www.AnnArborYMCA.org/Give](http://www.AnnArborYMCA.org/Give) and help us #MultiplyTheMission.
- » Want to be part of something positive in [year]? Now, more than ever, families and communities need the YMCA. The Y will play a vital role in helping our community recover and thrive in [year]. Donate today! Give online at [www.AnnArborYMCA.org/Give](http://www.AnnArborYMCA.org/Give) and help us #MultiplyTheMission.
- » Do you know how to swim? Many children in our community don't. Please consider a donation to the Y's Annual Campaign to help provide swim lessons to a child and potentially save a life. Give online at [www.AnnArborYMCA.org/Give](http://www.AnnArborYMCA.org/Give) and help us #MultiplyTheMission.
- » Need a reason to give? Your donation of \$75 will help a child learn skills and build confidence in a Y dance, swimming, or gymnastics class. Donate for a brighter future! Give online at [www.AnnArborYMCA.org/Give](http://www.AnnArborYMCA.org/Give) and help us #MultiplyTheMission.
- » Giving is not about making a donation. It is about making a difference. I am helping the Y raise donations to provide financial assistance for membership, programs, and childcare. Everyone should have the opportunity to belong at the Y! Give online at [www.AnnArborYMCA.org/Give](http://www.AnnArborYMCA.org/Give) and help us #MultiplyTheMission.
- » To all my fellow working parents – The Y School Age Care Program gives kids a safe place to learn and play before and after school. The Y's financial assistance program ensures this program is affordable to all families. Will you join me in supporting this program with a donation to the Y? Give online at [www.AnnArborYMCA.org/Give](http://www.AnnArborYMCA.org/Give) and help us #MultiplyTheMission.