



## **YMCA of Austin | Annual Giving Campaign 101 Videos**

### **[Introduction to the YMCA of Austin Annual Giving Campaign](#)**

Run time: 20 minutes

Description: Learn about the nuts and bolts of the YMCA Annual Giving Campaign, including how the campaign supports YMCA financial assistance, the campaign timeline, structure, fundraising tips, and best practices. This video was made for new Annual Giving Campaign volunteers or those who need a refresher.

### **[Why My Donation Matters Video Series](#)**

Run time: 15 videos ranging from 1-3 minutes

Description: Hear first-hand from YMCA of Austin supporters about why they contribute to the Y. Learn about the Y work they care about, including healthy living, senior programs, educational enrichment, LiveSTRONG at the YMCA, youth development, social responsibility, and more.

### **[Making the Ask Tutorial](#)**

Run time: 14 minutes

Description: Hear tips about making face-to-face asks, an important component of peer-to-peer fundraising.