



CIRCLE OF WOMEN

Celebrating 25 Years of Investing in Community to Create Unlimited Possibilities

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ywcamppls.org/circle

CIRCLE OF WOMEN AMBASSADOR TOOLKIT

In 1997, Circle of Women gathered 500 women to celebrate their power and to develop women as philanthropists in the community. The objective was to broaden the base of support for YWCA Minneapolis programs and help improve the future for women and girls in the Twin Cities.

Our anniversary event will be held virtually, connecting YWCA Minneapolis supporters with our mission to eliminate racism and empower women and girls and creating meaningful engagement through technology.

What to Expect:

- **Fun!** We want to laugh and celebrate our community together. We want to hear from you!
- A showcase of YWCA's outstanding programs and the impact.
- Inspiring stories from YWCA supporters, staff, fitness members, parents and program participants.
- Honoring our 4th Woman of Power Award recipient.
- Online shopping with a purpose through our silent auction.
- Challenge matches that will double your impact.

You may be a fitness member, a parent, a volunteer, a triathlete, a donor, a program participant – however you've been involved in the past, your support means the world to us. **Today, we need help more than ever.**

Show your support and become a **COMMUNITY AMBASSADOR** or a **FUNDRAISING AMBASSADOR.**

BE A COMMUNITY AMBASSADOR!

A **Community Ambassador** is a top fan of YWCA Minneapolis and is willing to shout out their support to their friends and connections online.

Community Ambassador Checklist

Before May 18:

- RSVP for the event: ywcamppls.org/circle
- Follow YWCA Minneapolis on social media! We are on Facebook, Twitter, Instagram, LinkedIn and YouTube.
- Invite your friends and family to follow us on social media and attend the event (see the Network Diagram on page 5).
- Join the Circle of Women Facebook group to meet other ambassadors and get news and updates.
- Stay connected on social media. Share, comment and like YWCA Minneapolis' posts that speak to you.
- Draft 1-2 posts (video, photo, Facebook/Instagram story, etc.) to push out before May 18. Get creative and remember to tag us! Think about the story you want to share, fill out the prompts on this page and include a call to action to encourage donations.

On May 18:

- Join us online for the Circle of Women event!
- Share your social media posts. Tag us: **#ywcacircle25, #CircleofWomen, #OnAMission**
- Share your story in an email to friends and coworkers.
- Send texts or direct messages to your network to invite them to participate.

Thank you for being a Community Ambassador!

Your support is vital! For questions, please contact Sarah Henely at shenely@ywcamppls.org or 651-491-5336.

STORY CRAFTING TIPS

What's your YWCA Minneapolis story?

I SUPPORT YWCA MINNEAPOLIS BECAUSE...

YWCA MINNEAPOLIS DELIVERS...

AN AMAZING THING I'VE SEEN HAPPEN BECAUSE OF YWCA MINNEAPOLIS IS...

BE A FUNDRAISING AMBASSADOR!

A **Fundraising Ambassador** is willing to go the extra mile and fundraise to advance our mission.

Fundraising Ambassador Checklist

Before May 18:

- Start with the Community Ambassador checklist (page 2) and check off the items leading up to May 18.
- Set up your **ambassador fundraising page**
- Check out and share our silent auction preview on Wednesday, April 21.
- Review our Fundraising Tips on this page for helpful information.

On May 18:

- Join us at 6:00 pm CST. Gather your friends for a program to celebrate 25 years of investing in community to create unlimited possibilities.
- Share why you support YWCA Minneapolis throughout the day by using **#ywcacircle25**

After May 18:

- Send a thank you to everyone for participating.
- Continue to engage with YWCA Minneapolis on social media.

Thank you for being a Fundraising Ambassador!

Your support is vital! For questions, please contact Sarah Henely at shenely@ywcamppls.org or 651-491-5336.

FUNDRAISING TIPS

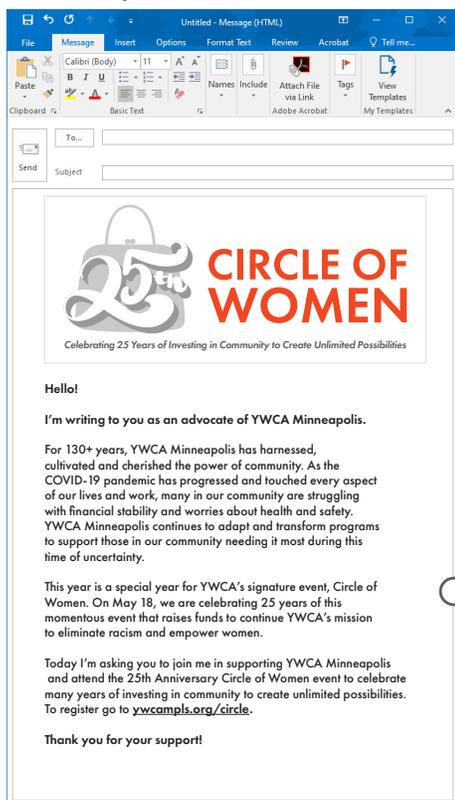
You can also find these on your **ambassador page**

- **Create a list.** Think about who's in your circle of influence to ask for donations. This can be friends, family, co-workers, workout buddies, etc. Use the Network Diagram (page 5) to help you brainstorm.
- **Set a fundraising goal.** Many find they exceed their goals, so set a personal stretch goal. Aim high!
- **Make a personal donation.** When others see you leading by example, they'll be even more motivated to join you in supporting YWCA Minneapolis.
- **Send emails and share on social media.** Announce your participation and provide a link to your fundraising page. Use the sample email and social media templates (page 4).
- **Make it personal.** Your friends and family will be more motivated and inspired to donate by reading your story.
- **Ask your employer about matching gifts.** Check with your Human Resources department to see if your company has a matching gift program.

Circle of Women — What Will You Share?

Below are email and social media examples you can send to your networks. Communicating once a week leading up to the event is key to keep the event top-of-mind and get people excited!

Email Example:



Example copy:

Hello!

I'm writing to you as an advocate of YWCA Minneapolis.

For 130+ years, YWCA Minneapolis has harnessed, cultivated and cherished the power of community. As the COVID-19 pandemic has progressed and touched every aspect of our lives and work, many in our community are struggling with financial stability and worries about health and safety. YWCA Minneapolis continues to adapt and transform programs to support those in our community needing it most during this time of uncertainty.

This year is a special year for YWCA's signature event, Circle of Women. On May 18, we are celebrating 25 years of this momentous event that raises funds to continue YWCA's mission to eliminate racism and empower women.

Today I'm asking you to join me in supporting YWCA Minneapolis and attend the 25th Anniversary Circle of Women event to celebrate many years of investing in community to create unlimited possibilities. To register go to ywcampls.org/circle.

Thank you for your support!



Host a watch party on Facebook in real time with a group of your friends. Find out more information and other resources including more templates on your **ambassador page**.

Social Example:



Ex. #1:

Circle of Women is an inspirational opportunity to support life-changing programs in our community. Celebrate 25 years of investing in our community at the 25th Anniversary Circle of Women on May 18! Register today at ywcampls.org/circle **#ywcacircle25 #CircleofWomen**

Ex. #2:

I support YWCA Minneapolis because...(insert your own reason). Check out YWCA Minneapolis' virtual event on May 18 at 6:00 pm to learn about the impact the organization has in the community. **#ywcacircle25 #CircleofWomen**

Ex. #3:

I've supported YWCA Minneapolis by serving on the board for XX years. Their mission to eliminate racism and empower women is important to me. I hope you will join me in supporting YWCA's 25th Anniversary Circle of Women on May 18 at 6pm. To register go to ywcampls.org/circle **#ywcacircle25 #CircleofWomen #OnAMission**

Ex. #4:

TODAY! Join YWCA Minneapolis for the 25th Anniversary Circle of Women at 6pm. To register go to ywcampls.org/circle **#ywcacircle25 #CircleofWomen #OnAMission**

Social Media Tiles:



Circle of Women — Network Diagram

Use this tool to brainstorm people in your life who might be interested in participating in our event.



1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____
4. _____	4. _____	4. _____
5. _____	5. _____	5. _____