

# BRING OUR MISSION TO LIFE

## Use Mission Moment Videos to Inspire Giving

**Our mission comes alive through stories.**

Mission Moment videos share the powerful, real-life impact of the YMCA of the Fox Cities on individuals and families in our community—stories made possible through support of the Mission in Action Campaign.

### Mission Moment videos help:

- Create an emotional connection that words alone cannot
- Show real impact, not just explain it
- Start meaningful conversations with donors
- Reinforce why the Mission in Action Campaign matters

These stories help donors understand that their gift is not about equal giving—it is about shared belief in strengthening our community.

### You can easily use Mission Moment videos as a fundraising tool by:

- Sharing a video before or during a donor conversation
- Including a video link in an email or text follow-up
- Using a video to open a small group or workplace presentation
- Letting the story speak, then inviting the donor to support the mission

You do not need to be an expert—simply share the story and why it resonates with you.

### Where to Find the Videos:

All Mission Moment videos are available on the YMCA of the Fox Cities YouTube channel, making them easy to access, share, and use anytime during the campaign.

**Tip: Bookmark the channel or save a few favorite videos so you are ready when an opportunity to share arises.**

Scan the QR code to access Mission Moment videos on our YouTube channel and use these real stories to inspire generosity during your campaign conversations.

