



# LinkedIn with Purpose:

## YGWC Board Member's Guide to Meaningful Engagement

1. Process, Purpose and Context  
The Importance of Adding Insight to Your Shares
2. Posting Guidelines  
Best Practices for Professional and Impactful Content
3. Event Calendar  
Key Events and Opportunities for Engagement
4. Additional Inspiration  
Personal and Broader Discussion Ideas
5. Profile Optimization  
Tips for Creating a Compelling LinkedIn Presence
6. Impactful Language  
A Word Bank for Engaging and Influential Posts

**As a YGWC board member, your activity on LinkedIn goes beyond simply being visible.**

It's an opportunity to:



**Inspire & Engage  
Your Network**



**Amplify YGWC's  
Mission & Impact**



**Educate & Expand  
Awareness**



# Process for Sharing Content



## YGWC Communications Team Posts:

The YGWC team will create and post content on LinkedIn to highlight events, initiatives, and important updates.

## Board Member Engagement:

You are encouraged to amplify the message by reposting YGWC content with your own added thoughts and insights. This step ensures the content resonates more personally with your network and drives greater engagement.

### YGWC Post Example



Summer is just around the corner, and so is camp registration! At the Y, Summer Day Camp is more than just fun and games. It's about helping kids grow into confident, capable individuals. Each day is an adventure where children:

- ✓ Learn new skills
- ✓ Build self-reliance
- ✓ Develop a greater sense of purpose

And of course, they have an incredible amount of fun along the way!

Join us in making these life-changing experiences accessible to every child in our community through our 'Send a Kid to Camp' campaign. With a gift of just \$200, you can provide a week filled with unforgettable memories, learning, and growth for a child in need.

Every child deserves a summer to remember—this is your chance to make a lasting impact!

#SendAKidToCamp #YGWC #CommunityImpact



### YGWC Board Member Repost Example



Summer camp at the Y changes lives! As a proud board member of the YMCA, I've seen how these programs help kids build confidence, develop new skills, and create lifelong memories.

The 'Send a Kid to Camp' campaign ensures that every child, regardless of financial circumstances, can experience the joy and growth that camp provides. Thanks to the incredible generosity of our community, we were able to send \_\_\_ kids to camp last summer—let's make an even bigger impact this year!

A gift of \$200 can transform a child's summer—and their future. Join me in making an impact today. Let's give every child a summer they'll never forget!

#SendAKidToCamp #CommunityImpact #YGWC



Summer is just around the corner, and so is camp registration! At the Y, Summer Day Camp is more than just ...more



## Purpose & Context: The Importance of Adding Your Insight to Reposted Content

Sharing a post with your thoughts and insights on LinkedIn is far more impactful than just reposting because it adds context, personality and value to the content. Here's why:

### It Showcases Your Voice & Expertise

Adding your insights highlights your leadership and positions you as an active, engaged advocate for the YGWC mission. Your professional perspective adds value and resonates with your LinkedIn network.

### It Sparks Engagement & Conversation

A simple reshare often lacks engagement. Adding insights, like a question or personal story, encourages others to share their perspectives, sparking meaningful dialogue that strengthens our community.

### It Adds Value to the Content

A repost alone doesn't explain why the content matters. Adding context—like how it relates to your work, its relevance to you, or key takeaways for your network—makes your post more meaningful and impactful.

# Posting Guidelines

## Best Practices for Professional & Impactful Content

Here are 3 key questions to ask yourself when sharing your thoughts and insights.

**Does it reflect our values?**

**Does it promote our mission?**

**Does it educate the community on our impact?**



### GENERAL PRACTICES

- **Be Authentic**
  - Speak from the heart and share why the topic matters to you personally. Your passion is what will resonate with others.
- **Be Mission-Focused**
  - Keep YGWC's mission at the core of your posts to emphasize its impact on the community.
- **Be Positive, Encouraging, & Confident**
  - Focus on solutions, celebrate achievements and progress, and focus on language that conveys hope, excitement, enthusiasm, and forward thinking.

### STRUCTURING YOUR POST

- **Start with a Hook:**
  - Grab attention in the first 2–3 lines.
  - Example: "Did you know a \$200 gift can send a child to summer camp? Here's how we're making that happen at the Y."
- **Add Context:**
  - Share why the content is important or how it aligns with the YMCA's values.
  - Example: "As a board member, I've seen how life-changing summer camp can be. Kids leave with new skills, friendships, and memories they'll cherish forever."
- **Include a Call to Action (CTA):**
  - Encourage your audience to engage, donate, attend an event, or share the post.
  - Example: "Join me in supporting this initiative—let's make sure every child has the summer they deserve!"

### ENGAGEMENT TIPS

- **Keep it Clear & Concise**
  - Use bullet points or line breaks
  - Example opening: Did you know that with just \$200, you can send a child to summer camp and change their life forever? Here's how we're making that happen at the Y!
- **Tag & Mention Strategically**
  - Tagging people or organizations increases the visibility of your post by notifying them directly. It also shows collaboration and credibility.
  - Who to Tag:
    - YMCA of Greater Waukesha's LinkedIn page.
    - Fellow board members or community leaders involved in the initiative.
    - Partner organizations or event sponsors.
- **Ask Questions to Encourage Engagement**
  - Examples of Questions to Include:
    - "What's your favorite memory of summer camp as a kid?"
    - "How do you think programs like these help shape our community's future?"
    - "Would you consider donating to send a child to camp this summer?"
- **Personalize Your Message**
  - Share your unique perspective to make your post stand out. Speak as a board member and community advocate.
    - Example: "As someone who attended YMCA programs as a kid, I know firsthand how impactful these experiences can be. That's why I'm so passionate about supporting the Send a Kid to Camp campaign today!"
- **Encourage Engagement Directly**
  - Include a call to action that asks your network to interact with your post.
    - Example: "Click the link to donate and make a difference today."
- **Engage with Others' Posts**
  - Reacting to, commenting on, or sharing others' content can spark reciprocal interactions and increase visibility.
  - Follow YGWC and other board members on LinkedIn to stay connected and engage with their posts regularly.

# YGWC Event Calendar

The YGWC marketing team will be sharing content on these topics for you to engage with. When reposting, we encourage you to add your own insights, personal experiences, or calls to action to amplify the impact of the message. Your voice adds authenticity and helps connect these stories to your network, creating greater awareness and engagement for YGWC's mission.



FEB  
02

Promotional Materials for Y Days of Giving (March 3-9)  
Promotional Materials for Safety Around Water (March 15)

MAR  
03

Repost YGWC Materials relating to the events above and add your insight

APR  
04

Take a moment to share why you're a YGWC Board Member (See Additional Topics for inspiration)  
Repost any YGWC Annual Meeting material

MAY  
05

Repost YGWC Materials relating to 'Send a Kid to Camp'

JUN  
06

Mukwonago Mud Run (June 27)  
GWC YMCA Partners Golf Outing (June 2)

JUL  
07

Repost YGWC summer camp material and highlight 'Send a Kid to Camp'

AUG  
08

Circle of Impact Sip & Support (August 13)

SEPT  
09

Waukesha Golf Outing (August 31)  
Tri County Sport Shoot (September 25)

OCT  
10

October is Member Appreciation Month. Repost YGWC material and emphasize the impact of community, highlight a member story, share your experience, etc.

NOV  
11

Repost YGWC Giving Tuesday material and continue the conversation by adding your voice and insight

DEC  
12

Share the impact YGWC made as a whole. For example, a reflection post on your contributions and that of your network, a year-end recap, etc.

# Additional Inspiration

## Take these topics and apply them to your content.

These can be used as a starting point when sharing your insight and reposting, or if you're creating a post from scratch these are topics you are encouraged to use.

### Show & Tell Your Network the Why

Don't just state facts—explain why the post matters to you or to the community.

- Example: "Programs like LIVESTRONG at the YMCA help cancer survivors regain strength and confidence. Being part of an organization that offers this kind of support is why I serve on the board."

### Why Should Your Audience Care?

Consider how they might connect with the story you're sharing.

- Example: "If you believe every child deserves a summer to remember, I encourage you to join me in supporting the Send a Kid to Camp campaign. Together, we can give every child in our community a chance to grow, play, and thrive."

### Engagement Drives Reach

The more you engage with your network, the more people your post will reach. Ask a question or invite your audience to share their thoughts.

- Example: "What's one lesson you learned from summer camp as a kid? I'd love to hear your memories in the comments!"

### Why Are You a Board Member?

Share your personal story about why you joined the board and what it means to you.

- Example: "Being a YGWC board member has allowed me to make a meaningful difference in our community. I joined to help support programs that give children opportunities I wish I had growing up—and it's been one of the most rewarding experiences of my life."

### Impact from Your Direct Service

Highlight specific moments or stories where your involvement made an impact.

- Example: "Last year, I volunteered at the Y's Safety Around Water event. Seeing kids learn life-saving skills and grow more confident in the water was unforgettable—it's why I'm so passionate about supporting this initiative."

### Why Volunteering & Service Is Important

Emphasize the broader value of giving back and encourage your audience to do the same.

- Example: "Volunteering at the Y has shown me that service isn't just about giving—it's about growing. When we come together to support our community, we all thrive."

### Share Our Mission, Values, & Purpose

Reinforce the YMCA's mission and connect it to the broader community impact.

- Example: "The Y's mission is to strengthen the foundations of our community, and its four core values—caring, honesty, respect, and responsibility—guide everything we do. That's why I'm proud to be part of this incredible organization."

### Lessons You've Learned

Reflect on personal growth or insights you've gained through your board service.

- Example: "Serving on the YGWC board has taught me the power of community. Every event I attend reinforces the belief that together, we can achieve incredible things."

## Sharing Photos from Events You Attend

Taking and sharing photos from YGWC events that you attend is an excellent way to showcase your impact and bring the Y's mission to life. Here's how:

### Add Personal Insights to Event Photos

- Use your photo/s as an opportunity to tell your story and/or reflect on the event's impact.

### Tag and Mention to Expand Reach

- Tag YGWC and other board members/partners/connections in your posts to increase visibility and encourage engagement.

### Share Event Highlights & Encourage Others

- Post about your experience and include a 'Call To Action' to inspire others to attend future events or get involved.

### Example Post:

What an amazing day at the Waukesha Golf Outing! It was so rewarding to see the community come together to support @YGWC and our mission. As a board member, it's inspiring to witness the generosity of everyone involved—whether through participation, donations, or simply showing up to support a great cause.

Special thanks to @TagSponsor or @FellowBoardMember for helping make this event such a success! Every dollar raised provides life-changing experiences for kids and families in our community.

If you missed this event, don't worry—there are more opportunities to get involved. Join us next time and be part of the impact.

#WaukeshaGolfOuting #CommunityImpact #YMCA #GivingBack #YGWCBoardMember

# Profile Optimization Suggestions



## Add "YGWC Board Member" to Your LinkedIn Headline

Your LinkedIn headline is one of the most visible parts of your profile, and is an opportunity to reflect your leadership role as a board member. By adding "YGWC Board Member" to your headline, you showcase your active commitment to YGWC and your leadership in the nonprofit sector.

## Add YGWC Board Member to the Volunteer Section of Your Profile

LinkedIn has a specific section dedicated to volunteer experience, and it's a great opportunity to highlight your service to YGWC. Here's why:

- **Purposeful Service:**
  - Showcasing your time with YGWC highlights your commitment to giving back and aligning with our mission.
- **Broader Impact:**
  - It demonstrates your commitment to making an impact in your community, building connections with like-minded professionals.
- **Increased Engagement:**
  - Sharing your involvement inspires others to engage with YGWC—whether by volunteering, donating, or attending events.
- **Example**
  - "As a Board Member for the YMCA, I actively contribute to strategic planning, fundraising efforts, and program development. I work closely with other board members to ensure the YMCA's mission of strengthening community through youth development, healthy living, and social responsibility is achieved."
- **Include a Call to Action if Applicable**
  - Currently supporting the 'Send a Kid to Camp' campaign, which helps ensure all kids in our community have access to life-changing summer experiences."

## Post and Engage Regularly

- **Share Insights:**
  - Post about your involvement in events, personal takeaways, and YGWC's mission. Use storytelling to connect emotionally with your audience.
- **Engage with Others:**
  - Comment thoughtfully on posts from your network, especially those related to nonprofit work or community service.
- **Celebrate Milestones**
  - Highlight personal or organizational achievements, like fundraising goals or association event successes.

## Showcase our Mission

- **Amplify YGWC's Content:**
  - Regularly share posts from your organization and add your personal insights.
- **Highlight our Value's:**
  - Align your activity with the core values of the YMCA—honesty, caring, respect, and responsibility—to demonstrate your alignment with our mission.
- **Support Other Board Members**
  - Engage or share posts from fellow board members or Y staff to amplify their messages and foster a sense of teamwork.

# Impactful Language for Impactful Content

## Mission-Driven Words:

- Empower
- Inspire
- Transform
- Strengthen
- Impact
- Access
- Equity
- Inclusion
- Development
- Opportunity

## Action-Oriented Words for Stories:

- Witnessed
- Experienced
- Learned
- Celebrated
- Guided
- Mentored
- Encouraged
- Supported
- Built
- Achieved

## Words That Encourage Interaction:

- Why
- How
- Together
- Imagine
- Inspire
- Difference
- Impact
- You
- Share
- Join

## Influential Phrases:

- "Making a difference"
- "Creating lasting change"
- "Building a brighter future"
- "Driven by purpose"
- "Strengthening our community"
- "Every effort matters"
- "Together, we can..."
- "Leading with impact"

## Positive Adjectives:

- Incredible
- Amazing
- Dedicated
- Passionate
- Resilient
- Compassionate
- Innovative
- Inclusive
- Motivating
- Supportive

## Call-to-Action Words:

- Join
- Support
- Contribute
- Advocate
- Volunteer
- Engage
- Connect
- Collaborate
- Share
- Celebrate

## Mission-Driven & Values-Based #

- #CommunityImpact
- #StrengtheningCommunity
- #BetterTogether
- #YouthDevelopment
- #ForABetterUs
- #MissionInAction
- #BuildingBrighterFutures
- #InclusiveCommunity
- #NonprofitLeadership

## Volunteer & Board Engagement #

- #BoardMemberSpotlight
- #VolunteerLeadership
- #ServeToLead
- #GivingBack
- #MakingADifference

## General Engagement #

- #JoinUs
- #MakeAnImpact
- #SupportTheMission
- #TogetherWeCan
- #ChangingLives