



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## MAKING THE ASK (VIA PHONE or ZOOM, or In Person...A SCRIPT

### **MAKING THE CALL - schedule the call ahead of time, especially if asking for \$500 or greater.**

- Get down to specifics about the Y. Find common ground between them, you, and the Y.
- Listen and let them share, reminisce, etc.
- Ask for their support and ask for a specific amount. Ask them to match your gift or if appropriate ask for a gift that aligns with their capacity and interest.

### **SET THE STAGE**

"Hi (name). Thank you for taking the time to talk with me about the YMCA and the good work it is doing in the community. As you may know, I am a volunteer with the Y and think highly of the organization.

**IF THEY ARE ALREADY A DONOR OR MEMBER, THANK THEM FOR THEIR CURRENT/PREVIOUS SUPPORT**

### **DISCUSS THE YMCA - AND THEM!**

"I'm volunteering in the Annual Support Campaign because (tell about your Y involvement)..." (If it's appropriate) "I understand you've been involved with the Y's program...is that right?" "Yes". Tell me about your experience with the Y." (Respond appropriately to the experiences related with positive statements about the Y's values). "No" (Wait for response and share about the work our Y does in the county).

### **DISCUSS THE CASE FOR SUPPORTING THE YMCA**

"The YMCA is conducting its 2023 Annual Support Campaign. We're hoping to raise \$xxxxx to provide scholarships for youth and families to participate in Y programs." These include critical programs like afterschool childcare, day camps, youth learn to swim and LiveStrong Cancer Survivors support.

### **REQUEST A SPECIFIC DOLLAR AMOUNT**

If an existing donor, see if they will consider increasing their gift: " I am hoping you will consider becoming part of our Y's major donor program called the "President's Club" by giving \$1,000 this year, or \$100 per month for the remaining 10 months of the year. Would you consider that?" (Silence...let them answer.)

If new: I am hoping you may be willing to make a gift of \$500 this year. Would you consider that?" (Silence...let them answer.)

### **AGREE ON AN AMOUNT**

"That will be wonderful! Thank you so much. You'll receive a confirmation letter from the Y in the very near future. **Let me check; is your contact information correct?** Would you prefer to make the payment in one lump sum or on some other basis?" (Complete details of the pledge.) "Again, thank you so much. The Y really appreciates your generous support".

### **FOLLOW UP**

If the donor is not ready to commit and requested additional information, such as a brochure or direct donation link, you may send it personally. If you feel more comfortable, Y Staff are happy to make follow up, mailing any materials or sending additional details via email.