



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Sample Scripts for Campaigners

ANNUAL CAMPAIGN – ANN ARBOR YMCA

Success in securing a gift for the YMCA is not based on luck. There are many ways to ask for a gift, but the best ways require informed and well-prepared volunteers who really believe in the critical importance of the YMCA to our community. A few tips before we jump into making the ask:

- » **Give a Meaningful Gift** – Giving our own gift to the Annual Campaign is the first step in any successful ask. It's an important step to show others that we mean what we say as we work to build trust with our community.
- » **Team Up** – The Y is about relationships... and the Annual Campaign is no different! Whether it's another volunteer or a YMCA Staff Leader, feel free to make your asks with the support of a partner.
- » **Connect Personally** – Individual meetings and personal conversations are the most ideal setting for asking a prospective donor to give to the YMCA.

TALKING POINTS

- » **\$25** has the potential to power teen development programs that help youth realize who they are and what they are capable of achieving.
- » **\$50** helps a child gain life-saving skills and confidence around the water through YMCA swim lessons and water safety education programs.
- » **\$150** provides a student a positive role model and safe place to go when school is out at one of the Y's before & after school programs.
- » **\$250** sends a child to summer day camp, giving them a summer full of fun, adventure, and friendships.
- » **\$500** helps a middle schooler find their true and authentic self through their first summer at overnight camp.
- » **\$1,000** supports active lifestyles for adults and seniors, allowing everyone to stay healthy for years to come.
- » **\$2,500** gives our infants, toddlers, and preschoolers access to safe and enriching care in one of our early learning centers.
- » **The Ann Arbor YMCA is a charitable association** of adults and children joined by a shared commitment to nurturing the potential of children and teens, promoting healthy living, and supporting our neighbors. Each day, we work to ensure that everyone, regardless of age, income or background, has the chance to learn, grow and thrive.
- » As a result of our Annual Campaign, **financial assistance is provided** to individuals who do not have the financial resources to participate in programs, services or membership.

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IN-PERSON ASK SCRIPT

1. GET TO KNOW YOUR DONOR

- » “HI, [FRIEND NAME], this is [YOUR NAME]. As you may know, I’m a volunteer with the YMCA and we’re conducting our Annual Campaign. Thanks again for taking the time to talk with me about the YMCA and the good work we’re doing.”

2. ASK ABOUT THEIR INTERESTS –

- » “I have been a Y member and/or volunteer for the last ___ years and I have been able to see and hear first hand the impact that the YMCA has on our youth and families.
- » “Do you or your family have any history or background with the Y or its programs?”
 - If “Yes”... “Tell me about your experience with the Y.” (Respond appropriately to the experiences related with positive statements about the Y’s values.)
 - If “No”... “Are you familiar with all the work that the Y does in our community?” (Wait for response and respond appropriately.)

3. SHARE STORIES OF IMPACT

- » “This year, we’re planning to raise [GOAL] to support programs and services that will help children and families throughout our community.”
- » “What’s unique about the YMCA is that we do not turn anyone away because of an inability to pay. Annual Campaign dollars help underwrite financial assistance for things like afterschool programs, summer day camp, swim lessons and YMCA memberships.”
- » “What’s even better is that we weave character building values into every program that we run. That’s one reason why we say that the YMCA ‘strengthens the foundations of our community.’”

4. INVITE THEM TO GIVE

- » “I can tell that camp has meant a lot to you and your family over the years. Would you consider joining me in making a donation to scholarship five needy kids to camp next year?”
- » “Will you consider a contribution of \$_____ this year, or \$_____ per month for 10 months?” (Silence...let them answer.) If prospect is unresponsive... “Let me give you a better idea of how you can help...”

5. PAUSE & WAIT FOR A RESPONSE

6. THANK THE DONOR!

- » “Thank you so much! The YMCA really appreciates your generous support...and so do I.”
- » “Would you prefer to pay your gift in full or on some other basis?” (Complete details of the pledge.)
- » “You’ll receive an acknowledgement (and an email confirmation for online giving) from the Y in the very near future. Let me check if the contact information I have for you is correct.”
- » If the prospect declines your request, thank them for their time and consideration. Let them know that they can give at any time to the Y throughout the year, and that there are many other ways to show support for the Y, including volunteering.

7. STAY IN TOUCH – Follow up with any additional info or simply more thanks to the donor in the days following the ask. This helps us show the donor how important they are to our Mission.

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PHONE ASK SCRIPT

Calls to prospects should be informative and impactful. Like an in-person meeting, we hope to share with them the importance of the Y in our community and ask that they join us in making a charitable contribution to the Y.

1. MAKING THE CALL

- » Get down to specifics about the Y. Find common ground between them 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.

2. INTRODUCE YOURSELF

- » "Hi. My name is _____. I am a volunteer for the YMCA's Annual Campaign. I appreciate you taking the time to talk with me about the YMCA and the good work it is doing."
- » IF THEY ARE ALREADY A DONOR OR MEMBER, THANK THEM FOR THEIR SUPPORT

3. DISCUSS THE YMCA

- » "I'm a volunteer at the Y 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 our community).

4. DISCUSS THE CASE FOR SUPPORTING THE YMCA

- » "The YMCA is conducting its [YEAR] Annual Campaign. We're hoping to raise [GOAL] to provide scholarships for youth and families to participate in Y programs."

5. REQUEST A SPECIFIC DOLLAR AMOUNT

- » If an existing donor, see if they will consider increasing their gift. If new: "I am hoping you will consider a tax-deductible contribution of \$150 this year, or \$15 per month for the remaining 10 months of the year. Would you consider that?" (Silence...let them answer.)

6. 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".

7. **FOLLOW UP** – If the donor 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.

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OTHER ASK EXAMPLES

The “Join Me” Ask:

- » “You mentioned that your kids learned to swim at the Y. Mine did too. Learning safety around the water is so important for kids. I made my gift to make swim lessons more available to all kids. Would you be willing to join me and help another child learn to swim? A \$60 gift could do just that.”

The “Cause” Ask:

- » “The Y offers programs to support to adults undergoing or recovering from cancer treatment through our LIVESTRONG® program. A \$285 contribution, will help a cancer survivor regain their strength and confidence through our 16 week program. Would you considering helping someone in this programs?”

The “Renewal” Ask:

- » “You were generous last year with a gift of \$500 to send a kid to camp. Each summer nearly 1,200 kids go to YMCA Camp AGQ overnight camp with help from people just like you. We want to serve all the camp families that request assistance. This year, would you consider increasing your gift to \$750. You could even spread that out with \$250 over each of the next three quarters.”

The “Considerate” Ask:

- » “Our kids have played basketball together at the Y. Did you know that several of the kids playing on our teams, do so with the help of the Annual Campaign. I’m hoping you will consider a contribution of \$200 this year, or \$20 per month for 10 months. Would you consider that?”

Remember to ask for a gift in terms of a benefit it provides.