



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

Phone Solicitation Script

*Try to get the person to share his/her experience with the Y, before you make your ask.

Hi, is _____ at home tonight?

This is _____ and I'm a volunteer calling from the YMCA. We're in the midst of our annual Community Support Campaign. I understand you have a connection to the Y. What's your history with the Y?

Write down a sentence about their Y history on the pledge card.

The Y means a lot to me, that's why I'm volunteering today. I know that you have donated to the Y in the past, so you are probably aware of our fundraising effort.

This year our goal is to raise \$315,000 to benefit local children, adults and seniors who need support accessing Y programs. The Y has worked hard to step up for the community this year, and we need your donation to ensure that our neighbors can benefit from the Y long into the future.

Would you consider a gift in the range of \$_____ to uplift local families, help seniors fight isolation and give children tools to thrive?

WAIT for them to reply.

If they say, Yes!

That's great! Thank you from all of us here at the Y. Can I just make sure your address and email address are correct? Read them what you have and WAIT for them to reply. **What is the most convenient way for you to give? You can give online at ymcanoco.org/give, mail in a check or make a pledge to give later in the year.** WAIT for them to reply.

Thank you again!

If they say, No...

Would you consider a smaller gift or is there an amount that you would be more comfortable giving?

If they say, No again....

I understand completely. Thank you so much for your support of the Y. We really appreciate you!