

SAMPLE PHONE/VOICEMAIL SCRIPT

Hi [Name]. This is [Name]. Do you have a minute? Great! (Begin with small talk and transition into your connection with the Y)... I don't know if I've ever talked to you about this, but I'm a board member (staff member, campaigner) for the YMCA. The reason I do this (insert your reason for being involved with the Y) _____.

Part of my role is to educate the community about the Y and that's the reason for my call. Part of the mission of the Y is to make sure that finances aren't a barrier to people who want to join or participate in programs. So we raise funds that help offset the membership and program fees for people who can't afford the total cost. There are so many things the Y does that people don't know about that make it worthy of support. Can I share a few examples with you?

In 2022, the Y served 1,851 kids at multiple day camp sites in Allen and Whitley counties, where kids accomplished new things, felt a sense of belonging, and developed character. In addition to that, more than 2,405 students at 37 sites had a safe, positive after-school experience because of a Y program. Due to programs for our areas most vulnerable youth, over 190 were mentored to get back on track and pursue a high school education. The Y really makes a difference in the lives of area youth.

My personal goal is to raise \$[Insert goal] by March 31st. Every donation makes a difference – no matter the amount. All donations go toward financial assistance at the Y, making sure that everyone has access regardless of financial ability.

Would you consider a gift of \$[amount] which would help a child take a step closer to being the best version of themselves?

If the donor says – what you've asked for is too much... "I understand, and I know you will give what you can. Is there an amount you are comfortable with?" Let them suggest the next amount or help them connect a dollar amount they can give to something that is meaningful to them.

Voicemail

Hi [Name]. This is [Name]. I hope you are doing well. I am doing some things with the Y and wondered if you would be interested in helping out too. Please give me a call when it's a good time for you. You can reach me at _____.