**SAMPLE PHONE SCRIPT FOR BOARD MEMBER (ADAPTABLE FOR ALL CAMPAIGNERS)**

“Hi Betty. This is Nicole. Hey, do you have a minute? Great! {Begin with small talk and transition into your connection with the Y}…..I don’t know if I have ever told you this, but I am a board member for the YMCA. The reason I do this is {insert your reason for being involved with the Y} \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Part of my role is to raise money for the Y and that’s the reason for my call. You received a letter a few months ago saying I’d be calling soon. Well, as you know our lives changed dramatically in March and we all had to adjust to a new normal. We felt it best to pause the campaign so that’s why you haven’t heard from me.

Even though the Y’s doors have been closed and we put a hold on our fundraising efforts, the Y has still been serving our community….amidst the crisis. Have you heard about any of the projects the Y has been leading lately? No? Can I tell you about some of them?

(Campaigner-Pick one or two to share….)

**FREE GRAB-&-GO SUPPER**  
Anyone who needs food can pick up supper at the [Renaissance Pointe YMCA](https://www.fwymca.org/location). Meals are also delivered to specific neighborhoods where transportation is a barrier.

**SAFE PLACE**  
When youth find themselves in crisis, the YMCA Youth Service Bureau provide~~s~~ 24/7 access to immediate help and support.

**EMERGENCY CHILD CARE FOR ESSENTIAL SERVICES EMPLOYEES**

The Y is providing emergency childcare at three sites in Allen County for healthcare workers and other essential services employees.

The Y is also working hard to prepare summer day camps so that when we get back to normalcy, parents have a safe, nurturing place to bring their children during the workday.

You know Betty. These are just a few of the reasons I love being involved with the Y. It’s an organization that works to help us…to help everyone. When the economy picks up and people are working again, the Y is going to be needed more than ever. For working parents who may have lost income due to the pandemic, the Y offers financial assistance so that finances aren’t a barrier to a child being enrolled in any program such as summer day camp or afterschool care.

**IF former donor**…use script below.

You showed your support for the Y with your $\_\_\_\_\_ gift last year and I want to thank you again for that.

You understand how important it is for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (example *all kids to be safe and nurtured by positive role models*)

Would you consider increasing your gift to $\_\_\_\_\_\_\_ to provide \_\_\_\_\_\_\_\_\_\_\_\_\_?

Suggested giving for critical programs described previously:

**$50**      Helps an isolated older adult feel connected through a telephone

conversation.

**$130**    Gives 1 child one week of summer day camp filled with learning, friendship

and positivity - allowing parents to work worry free.

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| **$250**   Provides 1 child with one week of all day care led by nurturing role models  who structure activities, give healthy snacks and help with schoolwork.  **$350**   Prevents 1 youth from becoming a victim of violence or trafficking  through the Safe Place Program.  **$500**   Feeds 150 hot meals to children and families with hunger insecurities.    Suggested giving used in brochure donors already received:  **$130**    Gives 1 child one week of summer day camp filled with learning,  Friendship.  and positivity - allowing parents to work worry free. | | |
| **$175**    Keeps 1 kid safe and confident around water through a year of swim  lessons.  **$300**    Sponsors participation for half of a youth basketball team where kids  learn teamwork and sportsmanship.  **$685**    Sends 1 child to a week of overnight summer camp where they build  self-confidence and increase self-esteem.  **$1,200** Provides a teen with one year of structured after school activities,  healthy snacks and homework help.  **$2,500** Inspires 1 class of 10 cancer survivors to gain strength and reclaim  wellness thru LiveStrong® at the YMCA.    If the donor says - what you asked for is too much…. ”I understand, and I know you will give what you can. What amount are you 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.    NO matter what they give or don’t give, it’s important to thank them for their time and allowing you to share.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |