



ANNUAL
CAMPAIGN

GIVE
FOR A BETTER US

SAMPLE PHONE SCRIPT FOR BOARD MEMBERS (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've ever talk you this, but I'm 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 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 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. May I share a few examples with you?

In 2020 the Y served 1,608 kids at multiple day camp sites in Allen and Whitley counties where kids accomplished new things, felt a sense of belonging and developed character. Despite the pandemic, more than 3,127 students at more than 44 sites had a safe, positive after-school experience because of a Y program. Due to Y programs for our areas most vulnerable youth, over 1,500 kids 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 towards financial assistance at the Y, making sure that everyone has access regardless of financial ability.

You helped further the Y's mission with your donation of {\$} last year and I want to thank you again for that. You understand how important it is for kids to reach their potential. Would you consider a gift of {\$} which would help a child take a step closer to being the best version of themselves?