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## ONE Y ANNUAL CAMPAIGN

### TEN STEP PLAN FOR A SUCCESSFUL ASK

1. **Introduce yourself and the purpose of your visit.**

State that you are a volunteer doing this out of your personal belief in the Y and your strong conviction about its importance to the community. Share your feelings and tell your story of why the Y is important to you.

2. **Ask questions that establish the prospect's understanding of the Y.**

Examples: What has been your experience with the Y? Do you and your children or friends use the facility and/or enjoy the programs? What do you think are the important roles that the YMCA serves in our community?

3. **Share your thoughts about the Y and its importance in the community.**

Make it a two-way conversation by sharing your story, then pause, so that the prospect can contribute too. Example: tell why you think the Y is important and share what your involvement has been.

4. **State this year's case for giving.**

Become familiar with the Y's current case statement and use it to explain how the community will be better because of this valuable community asset.

5. **Ask about the prospect's area of interest.**

What aspect of the Y do they feel most strongly about and why?

6. **Ask for the gift – and ask for a specific amount.**

Use information from the prospect's area of interest to ask for a specific amount and then wait for them to respond. By asking for a specific amount you offer a service and show respect for the prospective donor. This person can then choose whether that dollar amount is right for them.

7. **Take out the pledge card ONLY after they have agreed to contribute.**

8. **Ask about matching gifts.**

Many companies match gifts to the Y - Check with the Y if they have any additional questions.

9. **Fill out the pledge card with them and get their signature.**

Fill out this information as thoroughly as possible so that the Y office has current and accurate information. Feel free to write additional information on the pledge card as needed.

10. **Thank the donor for their generosity.**

**That's it! You've Successfully Made an Ask.**