



TEN TIPS FOR MAKING A SUCCESSFUL ASK

Follow these tips to work together and create the best ask possible. With the knowledge you have gained from your training, share your story and let people know how their donations can make the Y accessible and affordable for all.

- 1** Give a meaningful gift first.
- 2** Know your prospective donors.
- 3** Meet face-to-face.
- 4** Team up!
- 5** Share what your Y is doing in the community.
- 6** Be donor-focused; ask what they care about.
- 7** Ask them to join you in making a gift and share your reason for supporting the Y.
- 8** Ask and pause.
- 9** Thank always.
- 10** Stay in touch year-round.

