



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

BEFORE GETTING STARTED

Annual Campaign

YMCA of the East Valley

Before making the ask:

- Know WHO you are calling
- Have they donated in the past? If so, how much?
- Does your donor have a passion for one of the programs your YMCA offers?
- Review or have on hand the YMCA Impact Cards for a donation breakdown
- Practice your Y Story
- Take notes of your conversation, maybe someone else on your team maybe able to get a donation if donor says no. OR for next year's ask.



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NEW DONOR Annual Campaign YMCA of the East Valley

NEW DONOR CALL SCRIPT

Good morning/afternoon, This is **<YOUR NAME>** calling from **<BRANCH>** YMCA. How are you doing today? Great! Thank you for being a part of our YMCA family. I'm calling today to tell you about an exciting opportunity to make a significant impact. Have you heard of the YMCA Annual Campaign? It's a month of staff and volunteers reaching out to community members to facilitate giving back, helping to strengthen our community, and changing people's lives through our programs and services at the Y. It's a chance for people like you to support causes they care about. As a staff member **(or volunteer)** at the Y, I witness the Y's positive impact on the lives of youth and families in our community. Through donations to our Annual Campaign, everyone who wants to participate in Y programs and memberships can.

<SHARE YOUR Y STORY>.

YES

How much would you like to donate? We offer various convenient payment methods, including credit card over the phone, charging your account on file, sending an invoice for a check payment, or providing you with a link to our online giving website for payment.

NO

Thank you so much for considering this opportunity and for being an advocate for the Y! Your support means a lot to us. I hope you have a wonderful day!



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PREVIOUS DONOR Annual Campaign YMCA of the East Valley

PREVIOUS DONOR CALL SCRIPT

Good morning/afternoon, This is **<YOUR NAME>** calling from **<BRANCH>** YMCA. How are you doing today? Great! Thank you for being a part of our YMCA family. I want to express my heartfelt gratitude for your generous contributions to the YMCA Annual Campaign in the past. Your support has made a significant impact, allowing families at the **<BRANCH>** to participate in Y programs and memberships. Thank you for your kindness and generosity.

Our annual campaign for 2026 has kicked off, and we would like to inquire if you would be interested in increasing or matching your donation from the previous year. Your continued support will help us further our mission and positively impact the lives of individuals and families in our community. **<SHARE YOUR Y STORY>**

YES

How much would you like to donate? We offer various convenient payment methods, including credit card over the phone, charging your account on file, sending an invoice for a check payment, or providing you with a link to our online giving website for payment.

NO

Thank you so much for considering this opportunity and for being an advocate for the Y! Your support means a lot to us. I hope you have a wonderful day!



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VOICEMAIL Annual Campaign YMCA of the East Valley

VOICEMAIL DONOR CALL SCRIPT

Good morning/afternoon, This is **<YOUR NAME>** calling from **<BRANCH>** YMCA. I hope you are doing well.

I am reaching out to invite you to consider supporting our Annual Campaign to assist those in need in the **<Servicing Cities>** community, enabling everyone who wants to participate in Y programs and memberships. As a staff member **(or volunteer)** at the Y, I have seen its positive impact on the lives of youth and families in our community.

If you would like to learn more about how to support the Y, you can contact me by calling **<Your Phone Number>**. Your support is greatly appreciated, and I am looking forward to hearing from you!