

SAMPLE PHONE CALL SCRIPT

Good morning/afternoon/evening [DONOR NAME],
This is [NAME] with the [NAME OF YMCA BRANCH]. I am reaching out today because we are in the last few weeks of our Annual Campaign to raise money for scholarships and in the past you have generously helped us reach our goal. Scholarships help hundreds of community members by providing financial assistance to those in need. Many young children benefit from the financial assistance that they receive to be able to participate in youth sports, day camp, afterschool and many other programs. Would you be willing to renew your pledge to the Y this year?

IF THEY SAY 'YES'

Thank you so much! Your support is so meaningful to the families we serve and we are so grateful. Would you like for the Y to send you a pledge reminder with details about how you can fulfill your pledge?

Many will say 'Yes' and wrap up the conversation. Please make sure to record their response and gift amount on the donor pledge form. If they request a pledge reminder to be sent in a particular month or quarter of the year, please include that information as well.

Checks can be made out to Heart of the Valley YMCA and sent to:

**228 Holmes Ave., NE, 5th Floor
Huntsville, AL 35801**

If they prefer to give now, the online giving website is:
YMCAhuntsville.org/donate.

IF THEY SAY 'NO'

I understand. Thank you so much for your consideration and for your support in the past! I hope you have a great day.

➤ **Many prior donors will ask what they gave last year. You will have that information on the call list you receive from Association Development Team.**