



EVERYDAYHEROES

2021 ANNUAL CAMPAIGN

**VALLEY OF THE SUN YMCA
ANNUAL SUPPORT CAMPAIGN**

CAMPAIGNER HANDBOOK

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FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Thank You!

...because your personal YMCA story helps raise awareness of Y programs and services, and makes our collective story stronger.

...because your participation makes a successful campaign possible and helps the Y deliver on its cause.

...because we appreciate your help and realize your time and talents are valuable resources.

Thank you for helping us strengthen our community by supporting our ability to empower people to learn, grow, and thrive.



TOGETHER WE CAN MAKE A DIFFERENCE

The Y is a powerful association of men, women, and children joined together by a shared commitment to nurturing the potential of kids, promoting healthy living, and fostering a sense of social responsibility. We believe that lasting personal and social change can only come about when we all work together to invest in our kids, our health, and our neighbors.

Annual Campaign. What It Is... What It Does

The Annual Campaign is the “lifeblood” of the YMCA and is conducted annually by dedicated volunteers to secure charitable donations from individuals, companies, foundations and community organizations. Last year, with the support of volunteers in our branch and metro Annual Campaigns, Valley of the Sun YMCA raised over \$1.7 million to provide programming and scholarships for youth, families and seniors. Together, with the generous support of our donors and volunteers, we change lives and strengthen our community.

The Need for Charitable Contributions

Dollars contributed to our annual campaign help address major issues facing our community:

- We address the increase in academic disparity among children and teens of different backgrounds through our Achievement Gap programs.
- We address high drowning rates by teaching life-saving swimming and water safety skills to children and adults of all ages.
- We address the community need for safe afterschool and summer care for children of working parents through Y programs at various community sites across the county.
- We address and reinforce the core values of caring, honesty, respect and responsibility by supporting youth and teens in programs that build character.
- We ignite the passion of millions of people, transforming them into leaders who work together to actively give back to their community.

Why Invest Your Time and Dollars in the Y's Annual Campaign?

Valley of the Sun YMCA is committed to providing quality programs and facilities to everyone, regardless of their ability to pay. While we strive to keep values-based programs and associated fees affordable by subsidizing some of the real costs, we know that during difficult times some individuals and families need financial assistance.

Through the annual campaign, we are able to ensure that no one is turned away based on their ability to pay. Your volunteer and financial commitment will help thousands of youth and families share in the Y experience!

Campaign contributions are invested in people. Money raised is used to support programs and services for children, teens, adults and families in your community. It does not pay general branch overhead or campaign expenses.

Valley of the Sun YMCA is a 501(c)(3) tax-exempt organization and one of the largest philanthropic organizations in the area, dedicated to helping children and families live healthier and more productive lives in spirit, mind and body.

The Value of the Y

There is no other nonprofit quite like the Y. That's because, in 10,000 neighborhoods across the nation, the Y has the presence and partnerships to deliver lasting personal and social change.

The Y is community centered. For more than 125 years, Valley of the Sun YMCA has been listening and responding to our community.

The Y brings people together. We connect people of all ages and backgrounds to bridge the gaps in community needs.

The Y nurtures potential. We believe that everyone should have the opportunity to learn, grow, and thrive.

The Y has local presence and national reach. We mobilize local communities to create lasting, meaningful change.

The YMCA is a place where everyone is welcome regardless of race, age, religion or financial standing. The Annual Campaign raises funds for families who cannot otherwise fully afford YMCA



programs and services. It focuses specifically on providing children and teens with safe outlets, positive role models and opportunities to achieve their full potential.

OUR MISSION

The mission of the Valley of the Sun YMCA is to put Christian principles into practice through programs that build healthy spirit, mind, and body for all.

AREAS OF IMPACT

We focus our work in three key areas, because nurturing the potential of kids, helping people live healthier, and supporting our neighbors are fundamental to strengthening communities.

- **Youth Development**

At the Y, kids build leadership skills, learn sportsmanship, how to share, and most importantly, how to be themselves. This makes for confident kids today and contributing, engaged adults tomorrow.

- **Healthy Living**

Because the Y is for everyone, we bring together children, adults and families of all abilities like no other organization can. As a result, thousands in the valley are receiving the support, guidance and resources needed to achieve greater health and well-being for their spirit, mind and body.

- **Social Responsibility**

Thanks to the generosity of volunteers and public and private donors who give to the Y, our community is stronger. Every day, we work side by side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.



TOGETHER WE CAN MAKE OUR GOAL

As an Annual Campaign volunteer, you are joining a team committed to fun, fellowship and raising money to help families in need in your community. When you achieve your personal fundraising goal, you are helping to ensure there are enough resources for everyone who needs the Y!

Your team is counting on you to...

- **Attend Campaign Events**

Be active in campaign training sessions, kickoff event, reports and victory celebration. You will meet other campaigners, learn more about YMCA programs, receive important campaign tools and information, and celebrate success by hearing from individuals whose lives you are helping change.

- **Ask**

Ask family and friends to join you in supporting the YMCA by making a gift. Your branch also has a list and/or pledge cards for every prior donor at your YMCA. These are available for you

to look through and find people you may already know. To avoid duplicate solicitations, please do not call on anyone unless cleared through your staff liaison.

- **Submit Completed Pledge Cards Weekly**

Please turn in cards to your branch office or at regular report parties for those who give and those who decline.

- **Write Personal Thank-You Notes to the Donors You Solicit**

A personal thank you note is important, and should be sent within 48 hours, but no later than one week from when a donor makes a pledge or gift.

- **Help Ensure Pledges are Paid by Year-End**

The Development Team may follow up with you throughout the year if anyone pledges but has not paid. It may be that the contact information for that donor has changed, or they may need a simple reminder. Either way, it is a great time to personally thank them for their gift again and help ensure we collect all gifts that are pledged.

10 KEYS TO SUCCESS

1. **Make your own pledge first.** This is a first step toward success. Once you have made your own commitment, you can proudly ask others to join you in financially supporting the annual campaign.
2. **Share your story about the Y.** Have face-to-face conversations with your friends, family, and colleagues about the ways the Y has affected you and others in the community. Share with them your own personal commitment to the Y. Telling the Y story face-to-face gives you credibility when asking for a donation and helps build a wider base of support for the future.
3. **Ask your best prospects first.** Practice by asking those prospective donors you feel most comfortable with, or who have the greatest likelihood to give first. By going to the people who are most likely to say yes, you will gain the confidence and skills you need when approaching more challenging solicitations. Success breeds success!
4. **Solicit only if you have the pledge form.** There are more than 500 volunteers working on this year's annual campaign from many YMCA branches. We issue pledge forms to organize the campaign so that no single volunteer campaigner is overwhelmed and no donor is asked twice. Please talk with everyone about the good things the Y does, but only ask for a gift if you have the pledge form.
5. **Aim high.** When asking for a specific dollar amount, aim high. Talk about the good things those dollars will do. Then be quiet and let the prospective donor respond. Don't hear no unless he or she says no.
6. **Ask about matching gifts.** Ask the donor if his or her employer has a matching gifts program. If so, be sure to contact your Development Team and they will follow up with them. In order for a gift to be matched, a payment must be made to the Valley of the Sun YMCA or your local branch. All organizations have to prove the gift is going to a 501(c)(3) charity for their audits.
7. **Make friends for the Y.** Not everyone chooses to donate to the campaign; however, try and make a friend for the Y. Even if a prospective donor decides not to make a contribution now,



you have told the Y story and brought him or her closer to the organization. Celebrate your success!

8. **Respect donors' concerns and complaints.** If someone has a complaint about the Y, listen to it and record it, but try not to comment on the specific issue. Assure the person that you will follow up with YMCA staff and that someone will get in touch. Let the person know that the Y responds to every concern. Once people feel that their concerns have been heard, they will be more ready to listen to your request for their support in the campaign.
9. **Encourage pledging.** Most of us can give more when we make small payments over a period of time as opposed to giving one larger gift. Encouraging people to make a pledge they can pay over the course of the year helps them give more. Consider asking prospects to contribute \$10, \$25, or \$50 a month instead of asking for one lump sum.
10. **Report results regularly.** Progress reports are sent weekly during the campaign. Please turn in your pledge forms promptly and check in with the volunteer leader who recruited you regularly to communicate your progress.

WAYS TO GIVE

Check. Save the Y from credit card fees by making your pledge payments or one-time gifts by check.

Credit Card/EFT. Commit your pledge over a year and forget about it. We can set up credit card payments or electronic fund transfers through your bank. Payments are drafted on the first day of each month.

Gifts of stock. Stock gifts are happily accepted by the YMCA. Please contact your Branch Director for transfer instructions.

Matching Gifts. Do you want to double the impact your donation to the Y makes? Some companies have a corporate matching gift program, where your contribution to the Y is matched, dollar-for-dollar, by your corporation or its charitable foundation. Matching programs are a great way for companies and foundations to support their employees' charities, while nonprofits like the Y get the benefit of a doubled donation.

(Note: Valley of the Sun YMCA no longer accepts cash.)

PROSPECTING BEST PRACTICES

Identifying, Researching and Rating Prospective Donors

President's Club gifts rarely happen without the thoughtful identification, research and evaluation of prospective donors. They happen because someone makes them happen through a well-thought out plan. The importance of identifying, cultivating and soliciting major gift prospects cannot be understated. This document describes some of the steps to arrive at providing annual campaign staff and volunteers with a prioritized list of prospective donors.

Characteristics of Major Donors

Although major donors come in all shapes and sizes, they frequently share a number of characteristics. They have strong values and deep beliefs. They have great respect for knowledge

and often desire to provide for others opportunities that they did not have. Major donors want to solve problems in society, advance the condition of humankind and share values they hold dear.

Often very religious, major donors usually have a deep belief in the free enterprise system and are generally conservative. They have an interest in the work of the organization that is asking for their support. In fact, they have established a strong relationship with the organization and at least one of its senior staff or members of the governing body. They place a high value on the mission of the organization and have exceptional confidence in the ability of the top staff leader to advance the organization and execute the mission.

They view giving as an investment and they expect to see a measurable “return” on their gift. They have capacity to make major gifts. In fact, their lifestyle will rarely change as a result of making a gift. Often, spouses and family members are involved in gift decisions.

Major donors usually do not seek, but expect to be recognized.

Identifying Prospects

A prospect is any individual, foundation, corporation, or organization that has the potential to give and is likely to do so. When potential exists, but likelihood does not, it is necessary to move the prospect through the five steps of cultivation and solicitation:

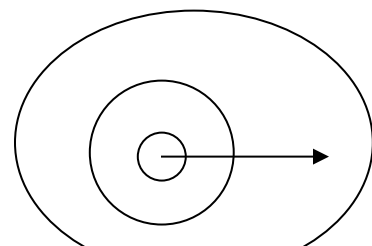
There are eight key steps in the process:

- ❖ Identify prospects with major gift capacity.
- ❖ Research, gathering useful and accurate information on each prospect.
- ❖ Inform each prospect, building awareness of the organization.
- ❖ Educate, developing knowledge and understanding of the cause.
- ❖ Involve them and create interest in and concern for the program.
- ❖ Commit. Establish a sense of ownership in the outcome of the project.
- ❖ Solicit with the right team doing the asking.
- ❖ Recognize. Acknowledge the gift and express appropriate gratitude.

Involvement is the highest level of cultivation and requires that the prospect be brought into the “inner circle” through membership in the governing body, participation in a committee or in some other, equally important way. People give to the Y when they are involved in a meaningful way.

Concentric Circle Theory

Often, when seeking to identify potential prospects, volunteers and even experienced staff will look for someone “far away” — usually a well-known celebrity or a wealthy businessperson known to the organization only through stories in the local newspaper. While these candidates may indeed have capacity for giving, they do not become a prospect until they have demonstrated an interest in the organization, and campaign leaders have access to them. Frequently, too much time and energy is devoted to chasing prospects who are distant, rather than talking with prospects who are closest to it, usually current and past members of the board, staff, constituents, parents, current and former donors.



Start a campaign by soliciting those closest to the organization — and then work your way out to those who are less involved and less cultivated.

Think of prioritizing prospects as if they fell into a series of concentric circles. The inside circles represent those with the strongest interest and passion for the work of the organization — the board of directors. They are the best prospects you will ever have! Then, continue to work your way out to those who are less cultivated.

Researching Prospects

Prospect research is the process whereby staff and volunteers evaluate the organization's constituency to identify individuals, foundations and corporations capable of making a substantial gift to the campaign. Only with good information about a prospect's interests and capacity for giving can an effective solicitation strategy be designed.

Prospects are researched to:

- ❖ Identify people and their relationships with others
- ❖ Determine people's interests in an organization
- ❖ Discover facts about the ownership, control, influence and wealth of people, corporations and foundations
- ❖ Reduce great quantities of information to readable, understandable, concise reports pertinent to the current campaign

With good information about a prospect, the campaign staff and volunteers can:

- ❖ Develop a solicitation strategy for each prospect
- ❖ Match the best pillar or cause with the prospect
- ❖ Assign the right people to cultivate the prospect
- ❖ Establish a time schedule for implementation of the cultivation and solicitation efforts

Sources of Information

One of the best sources of information about prospects is the daily local newspaper. Many development offices make a practice of scanning the newspaper and clipping articles about community and business leaders and maintaining a prospect file. Other sources of information include:

- ❖ *Who's Who in America* (and its separate editions)
- ❖ Magazines, such as *Forbes*, *Fortune*, *Business Week*, *Phoenix Business Journal*, *AZ Business Magazine*
- ❖ Proxy statements
- ❖ *Lexis/Nexis* database (available as CD-ROM or online service)
- ❖ Standard & Poor's, Dunn & Bradstreet, Moody's and Taft Corporate Directory
- ❖ Corporate annual reports
- ❖ Foundation annual reports and directories
- ❖ Chronicle of Higher Education

- ❖ Chronicle of Philanthropy
- ❖ Foundation Directory

Researching Charitable Foundations

Visit the [IRS](#) to download a 4506-A Request for Public Inspection. An even easier tactic is to go to www.fdncenter.org or www.grantsmart.org and download 990 reports in a PDF format.

Rating Prospects

In almost every campaign, the identification process generates too many names and too many candidates are thrown into the prospect list. It is critically important that every prospect be evaluated for **capacity, interest and access** and so that the prospect list may be prioritized. The sequence of soliciting of prospects should not be left to chance. Solicitations should be done in a logical, sequential manner, seeking gifts from the top priority prospects first.

While staff can do the rating of prospects, it frequently involves knowledgeable volunteers. Their focus should not be on what the prospect will give, but on what the potential donor *could* do, given his or her circumstances, when asked in the right way, on the right day, and by the right person.

Prospect rating is exacting and demands discriminating judgment. Embarrassment and annoyance to volunteers are the inevitable results of poorly prepared prospect lists. A well-conceived, accurate list will help to ensure a successful outcome from the campaign. Further, it must be done in an atmosphere of trust and extraordinary confidentiality. Four rating-session procedures are commonly used:

Group discussion. Evaluators, working from prepared lists, engage in a discussion until they agree on a rating and an “ask for” amount. Sessions are led by a senior volunteer or a member of the staff. Usually, the members of the group include “knowledgeable volunteers” who work in the field of asset management, tax planning, insurance, financial planning and banking, as well as those who have been involved in other major campaigns. This is the best method of evaluating prospects, but it depends on the group’s knowledge of those shown on the list and their willingness to participate openly and make informed ratings.

Group/individual ratings. Here, each member of the group is given a rating sheet and works individually, without discussion, to rate the prospects and make written comments. A staff member collects the sheets and tabulates the information to arrive at a rating. Although this method lacks the exchange of ideas and group interaction, there is greater confidentiality and committee members may be more likely to provide higher ratings or other useful information.

Individual/one-to-one. In this approach, a staff member meets individually with volunteer evaluators and verbally walks through the prospect list. Here, the evaluator can feel complete assurance of confidentiality. However, there are no second or third opinions or group consensus.

Individual/solitary. Using this method, an evaluator is given a list of prospects and rating instructions and is left on their own. The list is then returned by a mutually agreed-upon date. This procedure should be used only in special circumstances. While it gives the evaluator time to provide thoughtful ratings and comments, it can also stall or delay the campaign process if rated lists are not completed on time.

Prospect Review Committee

Successful campaigns often enlist a prospect review committee with six to eight members who meet over three, four, or more sessions. Their job is to provide a list of rated and prioritized prospects — usually providing two to three prospects for every gift that will be needed as shown on the campaign’s chart of gifts.

Often the committee will start by assembling “raw lists.” These are lists of past and current donors, constituency groups, local foundations and corporations, membership lists of leading country clubs, donors to other, similar projects, etc. At the first session, the committee will quickly “scan” these lists, and select those names that are perceived to have some interest in the project and the work of the organization. At this point, there should be almost no discussion about the merits or background of particular prospects.

Once the “raw lists” have been reviewed, they are added to a master prospect list. This list should include room to give “A”, “B” and “C” ratings on interest and access and room to indicate gift capacity amount and other notes. The committee, working on no more than 100 to 150 prospects at a time, or in sessions of no more than one and a half hours, completes the form and establishes a prioritized list. If evaluators are asked to rate too many prospects or if the session is too long, the level of concentration will eventually drop off.

GET THE VISIT. THEN MAKE THE ASK!

Many people worry about asking for a gift, but the hardest part is often just getting the visit. The good news: If you can get a visit with a donor, you have an 85% chance they’ll make the gift.

10 tips to get your foot in the door:

1. Pre-call letter/LinkedIn message (“I’m going to call you next week to set up a visit...”)
2. Email
3. Phone call
4. Video email
5. Meet donor at an event
6. Board member introduces you
7. Another donor introduces you
8. Call to say thanks
9. Call to invite them to an event
10. Call to ask their advice

Be Donor-Centric

One of the most common mistakes fundraisers make is asking for a visit by saying “I have some exciting updates for you.” Really? Because, let’s face it, “exciting updates” sounds about as enticing as watching paint dry. This isn’t about you. It’s not even about the organization. It’s about the donor. We are our favorite topic of conversation. Humans spend 60% of all conversations talking about themselves. Here are some ways to ask donors how they feel (about the Y).

ADVICE VISITS

1. "I want your input on a project we're planning"
2. "We want to get your take on something"
3. "We're trying to figure out a way to do _____. I'd love your input!"
4. "What advice do you have for our students (graduating class, incoming class, etc)?"
5. "I have a sneak peek and want you to be the first to see it so I can get your input"

THANK-YOU OR GET-TO-KNOW-YOU VISITS

1. "Every donor has a story to tell about their connection to the Y. I want to hear yours."
2. "I want to personally thank you and share your impact."
3. "I'm new here and my job is to get to know our loyal friends (patrons, members, Alumni, etc.) so you can see the impact you're making."
4. "I'm in your neighborhood (right by your office, home, etc.) and want to get better acquainted."
5. "I want to show you how your gift is making a difference."

5 TIPS WHEN CALLING TO GET VISITS:

1. Smile the whole time, even if you get their voice mail.
2. Leave a message if you get voicemail.
3. Have a where, when and a plan B.
4. Call from different phones.
5. Commit to a call routine. Dedicate a 30-minute or one-hour window of your day when you are at your most energetic.

TIPS FOR BOARD MEMBER CALLS TO DONORS:

1. Be warm, conversational and smile the whole time.
2. First, immediately identify yourself as a board member.
3. Secondly, thank them for their support.
4. Next, state why you are calling (to invite them, meet them, ask them, etc.).
5. If they don't answer, leave a message with your call-back number.

Sample Scripts

The phone is one of the least expensive and most powerful tools you have to get a visit with your donor, ask for a gift, or upgrade their giving. Here's a variety of scripts for board and staff to use when calling donors to invite them to an event, ask for a face-to-face visit, or solicit a gift on the phone.

Inviting them to an event:

I WANT TO INVITE YOU TO COME SEE _____ SO YOU CAN EXPERIENCE YOUR GIFT AT WORK. I WANT TO GIVE YOU EVERY OPPORTUNITY TO LEARN HOW YOUR SUPPORT IMPACTS THE LIVES OF YOUTH AND TEENS IN THE PHOENIX AREA.

"Hi, Cheryl. I'm Becky Jones and I'm a board member of the (Branch) YMCA. We're calling our most loyal supporters to invite you to our donor appreciation event. It's a behind-the-scenes opportunity to learn how your gifts are impacting lives. Will I get to see you there?"

Asking for a face-to-face visit:

I WANT TO SIT DOWN WITH YOU TO GET YOUR FEEDBACK AND LEARN ABOUT YOUR INTERESTS. I CAN COME TO YOUR OFFICE OR HOME TO MAKE IT CONVENIENT FOR YOU. WOULD YOUR SCHEDULE ALLOW US TO MEET ON WEDNESDAY THE 7TH OR FRIDAY THE 11TH?

"Hi, Cheryl. I'm Becky Jones and I'm a board member of the (Branch) YMCA. I'm calling to say thank you. Your generosity changes lives and we wouldn't be able to provide youth and teens with character building activities through our youth sports program without you. Cheryl, I'd love to sit down with you to learn more about you and how helping the YMCA became a priority for you. Would your schedule allow us to meet Wednesday the 7th or Friday the 11th?"

Phone solicitation:

WHAT WE ARE DOING TODAY IS A PHONE CAMPAIGN SO WE CAN TACKLE THIS IMPORTANT PROJECT. WE ARE ASKING PEOPLE TO INCREASE THEIR GIFT BY (X AMOUNT) SO THEY CAN HELP CREATE XXX IN IMPACT (OR REACH XXXXX PEOPLE, ETC). MOST PEOPLE ARE GIVING IN THE RANGE OF \$XXX TO \$XXXX. HOW MUCH WOULD YOU LIKE TO GIVE?

"Hi, Cheryl. I'm Becky Jones and I'm a board member of the (Branch) YMCA. First off, I want to thank you. Individuals in the Valley of the Sun—more than 120,000 of us—made the Y an important part of improving our lives this year, through child care, exercise, social programs, teen development and family services that help us learn, grow and thrive. Your generous support helped make that possible for many hardworking people who otherwise could not afford it. We're so grateful to you!

"Cheryl, the reason I'm calling today is because _____ season is around the corner. We've set a goal of _____ this year. Did you know _____? Many of our friends are helping us out today with a monthly contribution of \$150 to help pay for this important work. Can we count on you to support our effort with a \$150 monthly gift?"

Always have a next step!

Not all of the gifts you receive will be earned on the spot. Most will result from follow-up efforts. Be prepared with your next step, whether it's a face-to-face visit, an invitation to an event, a follow-up report or proposal submission, a meeting with leadership, a testimonial from a client you've helped, a personal tour, or a site or program visit.

PLANNING A SOLICITATION VISIT

Consider the following questions:

- Do you know the donor prospect (e.g., areas of interest, family members, etc.)?
- What is the best possible outcome, and what is the minimum expected outcome?
- Who should be involved in the meeting? What is the best location for the meeting?
- How will you handle any objections/concerns?
- Have you thought about your Y story?
 - Did you learn how to swim at the Y?
 - Did your child have his or her first camping experience at the Y?
 - Did the Y offer your family financial assistance at a critical time in your life?
- By telling your Y story, you allow others to **see the power of the Y in action**. You become living proof that the Y is making a difference every day.

If you have questions you do not know the answer to, contact your branch director or campaign director.

YOU ARE AN INTEGRAL PART OF THE TEAM THAT, TOGETHER, WILL MAKE THE ANNUAL CAMPAIGN A SUCCESS!
YOUR EFFORTS ARE DEEPLY APPRECIATED.

AN INTENTIONAL CONVERSATION

Every solicitation meeting must cover the six segments depicted below. Conversations have a natural flow and the time devoted to each of the six may vary. You may even find that one or two segments unfold in a different order. Regardless, notice the large blocks of time devoted to EXPLORATION, and challenge yourself to spend the bulk of the time there, listening to and learning from your prospect. Take good notes (or record them immediately afterward). They will be invaluable in strengthening your relationships over the years, and for those who work to continue those relationships for the YMCA.



SETTLE: In the first few minutes, conduct light conversation until the participants have a chance to fully focus on the meeting. It’s a great opportunity to ask friendly “What” and “How” questions:

- How is the family?
- How’s work?
- What did you do last weekend?

CONFIRM: Take just a minute or two to confirm the goal of the meeting and the amount of time available. Reiterate that this is a solicitation meeting:

- Thank you again for agreeing to meet with me to talk about a gift to the Yuma Family YMCA.
- Does it still work for us to spend an hour together?

EXPLORE: Before making your case for support and asking for the gift, explore the prospect's interest in your organization and views on philanthropy:

What interests you most about the YMCA?

How did you first become interested in [Senior] [Healthy Living] [Drowning Prevention] issues?

How do you decide which organizations to support?

ASK: Take no more than three minutes to present your case, concluding this segment with a specific request. Remember to focus on benefits and the impacts of those benefits rather than on features. Explain what you're going to do (your goal), how you'll affect the problem (impact) and then offer them the opportunity to invest in it with you.

Our goal is to... We make an impact by... Would you consider a gift of \$5,000 to the (Branch Name) YMCA?

Note: It's been proven that "Would you consider a gift..." is the ideal way to ask. You can say it this way every time.

EXPLORE: Engage in a robust discussion to determine the gift or next steps that are right for your prospect.

What else would you like to know?

What would help you make your decision?

What interests you most about our request?

CONFIRM: Review the meeting and agree to next steps.

Thank you so much...

I can't wait to share the news with (insert name), and we'll be certain to get a pledge confirmation in writing to you by the end of the week.

I will speak to (insert name) and forward to you the information you inquired about last year. I'll follow up in two weeks to see if you have any questions.

Thank you for meeting with me. I will circle back earlier next year in the hope that you'll be able to make a gift then.

