SAMPLE LETTER / EMAIL / CALL SCRIPTS

LETTER / EMAIL SCRIPT FOR NEW DONORS

Dear (Donor Name),

I am thrilled to share that as a supporter of the (YMCA Branch), I am participating in this year's Annual Campaign to help make the YMCA accessible to everyone in our community. (I became involved with the YMCA because….).

The Y's mission is important to me because I care about creating a place for everyone in our community to belong - to improve themselves, learn healthy habits and build connections with others. The Y makes that possible. The Y's reach is tremendous—and your support of the Annual Campaign will help ensure that everyone has access, regardless of financial ability.

My personal goal is to raise (insert dollar goal) by November 17th. Every donation makes a difference - no matter the amount. All donations go towards financial assistance at the Y, making sure that everyone has access regardless of financial ability. To make a contribution, please visit my personal fundraising page: (insert direct URL).

Sincerely,
(Ambassador Name)

P.S. If you'd like to learn more about the Y, let me know - I'd be glad to set you up with a 20 minute tour and show you how the Y is so much more than a gym.

CALL SCRIPT FOR EXISTING DONORS

Hello (Donor Name), this is (Ambassador Name) with the YMCA!

Do you have a quick moment to talk?

On behalf of the YMCA I would like to first off, thank you for being a part of our organization and for your generous support to the Y. Do you mind telling me a little more about your involvement with the YMCA?

That's great! As you may already know, our Annual Campaign is in full swing and I noticed that you have previously given to the YMCA in the past. Would you be interested in making another donation of (previous giving amount) to the Y's Annual Campaign to support kids, families, adults and seniors who may not otherwise be able to afford Y programs?

A donation of….
· $105 could teach a child to learn to swim
· $140 ensures a safe place for a teen to stay active after school hours through youth sports
· $175 provides a child with a week of exploration at summer camp
· $375 allows a cancer survivor to be a part of LIVESTRONG® at the YMCA

If the donor says yes….
Great! Thank you so much for your continuous support to the YMCA. If you don't mind I am going to make sure I have the correct information for you on file so that we can collect your donation at your convenience.

If the donor says no…
I completely understand. Thank you for your time and for all that you do for the YMCA. If you happen to change your mind, you can make a donation at our front desk any time of the year or online at www.ymcasenc.org.give

We appreciate you being a part of the YMCA, have a great day!