

YMCA ANNUAL CAMPAIGN



ASK EXAMPLES

Based on the information you get from your opening conversation with a prospective donor, craft your ask specific for them.

The “Join Me” Ask:

You mentioned that your kids learned to swim at the Y. Mine did too. Learning safety around the water is so important for kids. I made my gift to make swim lessons more available to all kids. Would you be willing to join me and help another child learn to swim? A \$50 gift could do just that.

The “Cause” Ask:

The Y offers programs to children and teens to assist issues like the academic achievement gap. Our Learning Loss Prevention program helps elementary age kids at risk of falling behind when school is out. For a \$100 contribution, you could help ten students retain their reading and math skills for one day?

The “Renewal” Ask:

You were generous last year with a gift of \$500 to send a kid to camp. Last summer, over 180 kids went to YMCA Camp Piomingo with help from people just like you. We want to serve all the camp families that request assistance. This year, would you consider increasing your gift to \$750. You could even spread that out with \$250 over each of the next three quarters.

The “Considerate” Ask:

“Our kids have played soccer together at the Y. Did you know that several of the kids playing on our teams, do so with the help of the Annual Campaign. I’m hoping you will consider a contribution of \$200 this year, or \$ 20 per month for 10 months. Would you consider that?”

Remember to ask for a gift in terms of a benefit it provides.