



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## MAKING AN “ASK:” TIPS FOR SUCCESS

### THE PREPARATION

- Know your Y story and tie your story to the Case!
- Visit a Y program to understand the Case more deeply
- Make your gift first. Thank you!
- Schedule the visit and determine location (Y with tour?)
- Visiting with a partner? Talk with partner 1 – 2 days before visit to create a plan.
  - What are the desired outcomes?
  - What will we ask for?
  - Who will make the ask?

### THE VISIT

- Bring pledge card and Y case
- Share your Y story
- Ask Questions
  - How did you first get involved in the Y?
  - How long have you been a member?
  - Tell me about your family.
  - What do you think the most pressing issues are in our area?
  - What organizations do you support?
  - How is the Y doing? What could we do better?
- Listen - Talk for less than 50% of the time

### THE “ASK”

Helpful Language to use:

- Share your commitment – Will you join me?
- I am giving \$1,500 to ... will you match my gift?
- Ask for permission to ask.
- We are seeking 3 partners to give ..., so we can ... Will you be one?

### THE FOLLOW-UP

- Establish the next step – May I call you next week?
- Send a prompt thank you note.
- Share what you’ve learned with Y staff (history, family/children, school, occupation, passion!)