

WORKBOOK EXAMPLES

THANK YOU NOTES

Following up with a personal, handwritten thank you note is important. Donors feel very passionate about their charitable giving and often have a very personal connection to the Y. In your note, try to emphasize the connections the donor had when making the gift.

CURRENT DONORS

Dear _____,
Thanks so much for giving me the opportunity to update you on the YMCA on _____ (day). Your past support is very much appreciated, and your ongoing support will ensure that the Y continues to build a healthy spirit, mind and body for all.

Many thanks,

CURRENT DONORS

Dear _____,
Thank you for taking time to hear about the great things that are happening at the YMCA. Through your generosity, [insert branch specific impact and/or donors interest]. This would not be possible without you. We are most grateful for your consideration of a financial commitment again this year.

Sincerely,

PROSPECTIVE DONORS

Dear _____,
Thank you for spending time with me to learn more about what the YMCA is doing in our community. The Y is working to have a positive impact on many of the greatest challenges facing our youth, our health and our community. We are most grateful for your consideration of a gift to our annual campaign. I will follow up with you next week.

Many thanks,



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PHONE SCRIPTS

SETTING AN APPOINTMENT

Hello, my name is (name). I am a member of the (branch name). Like you, I am a donor to the YMCA. I am calling today to thank you for your past support. Am I calling at a good time? You have been such a faithful donor to the Y and I would love to meet you to give an update. I'm happy to meet in person, and would be happy to meet you anywhere that is convenient for you. Which day of the week is best for you to have a cup of coffee and talk? (pause)

I DON'T NEED TO MEET

Ask if they have time for you to give an update now. After your call, send a thank you note that restates how their financial support is helping in our community. Consider making a second attempt in a few days. Often times a donor may reconsider after the initial call.

CAN'T TALK RIGHT NOW

Thank them and ask them if there is a better time to talk. Set up a time to call in the next few days.

YES, I WILL MEET WITH YOU

Have a couple of dates and times ready to suggest to them. Confirm the address of where they want to meet. Give them your contact information in case they need to reach you.

