

## YMCA COLD CALL

Hi \_\_\_\_\_ (use their name). My name is \_\_\_\_\_

### *Personalize your message (pick one)*

- I live in the Park Cities and am volunteering for the Park Cities YMCA.
- I have been an employee of the Park Cities Y for over \_\_\_\_\_ and am volunteering my time on our annual campaign.
- I go (or went) to Highland Park High School and got my start in sports at the Park Cities YMCA and am volunteering to help them out.

### *This is a conversation: Speak slowly and remember to pause.*

I wanted to thank you for your generous contributions in the past and I wondered if anyone had taken a moment to actually tell you what your dollars actually for the Y?

First you should know that no one is ever turned away from the Y because of their inability to pay.

Our annual campaign subsidizes and provides scholarships for various programs that many cannot afford?

One example is our Active Older Adults program – to help those on a fixed income. *(Pause)*. My personal favorite is our Make a Splash program.

This program provides water safety and swim lessons to prevent drowning to under privileged kid.

The Y swim instructors actually go to area apartment complexes, where many can't even afford the trip to the Y, much less the cost of swim lessons.

Again, I wanted to thank you for donating in the past and to let you know that your dollars do have an impact.

Can we count on you again this year?

Would You Consider Sponsoring.....

### *Look at their past contribution and try to double it with one of the following: You can adjust the amounts on these examples.*

- The Make A Splash program for \$1500. This would cover the cost of an entire complex
- A portion of our Make a Splash program for \_\_\_\_\_
- Several memberships for the Active Adult program for \$1000
- Our adaptive gymnastics or swimming programs for \$1000 for those with disabilities
- Scholarships for swimming lessons for \$500
- Scholarships for youth sports and camps for \$500
- A couple of family memberships for \$200

### *The Thank You...*

If “Yes” – Thank you so much for your support. Your donation makes a huge impact to our neighborhood and YMCA family.

If No - Well, Thank you for your past contributions. Your dollars have made an impact. And thank you for taking my call.

If “I Need to Think About It” - I totally understand. I will follow up with an email that will provide a link to donate online. And, I want to sincerely thank you for your past contribution and please think of us for 2015.

## **YMCA FOLLOW UP EMAIL**

FOR THOSE CONSIDERING A DONATION

Dear \_\_\_\_\_

I wanted to thank you for taking my call last night. I live in the Park Cities and am volunteering to help the Park Cities YMCA with their annual campaign.

The annual campaign is solely used to support and subsidize our programs. I ask that you consider a donation to the Park Cities YMCA. You may donate online by [clicking here](#) – *Please remember to select the Park Cities Branch.*

For many, it helps to see the impact of the annual campaign has made in the past to see how the Park Cities YMCA has helped our community and neighborhood.

- Nearly \$160,000 of the annual campaign is used for membership subsidies for more than 1,500 families.
- More than \$70,000 of the annual campaign is used for the Active Older Adults program, helping those who normally cannot afford the Y services.
- Thousands of children are subsidized through the annual campaign for youth sports and camp programs so that no child is ever turned away because of the inability to pay.
- The Adaptive Aquatic program, instruction for those with disabilities, is subsidized by the annual campaign to offer both children and adults free swim lessons.
- The Annual Campaign list goes on and on...

Thank you for your consideration!

Signature...